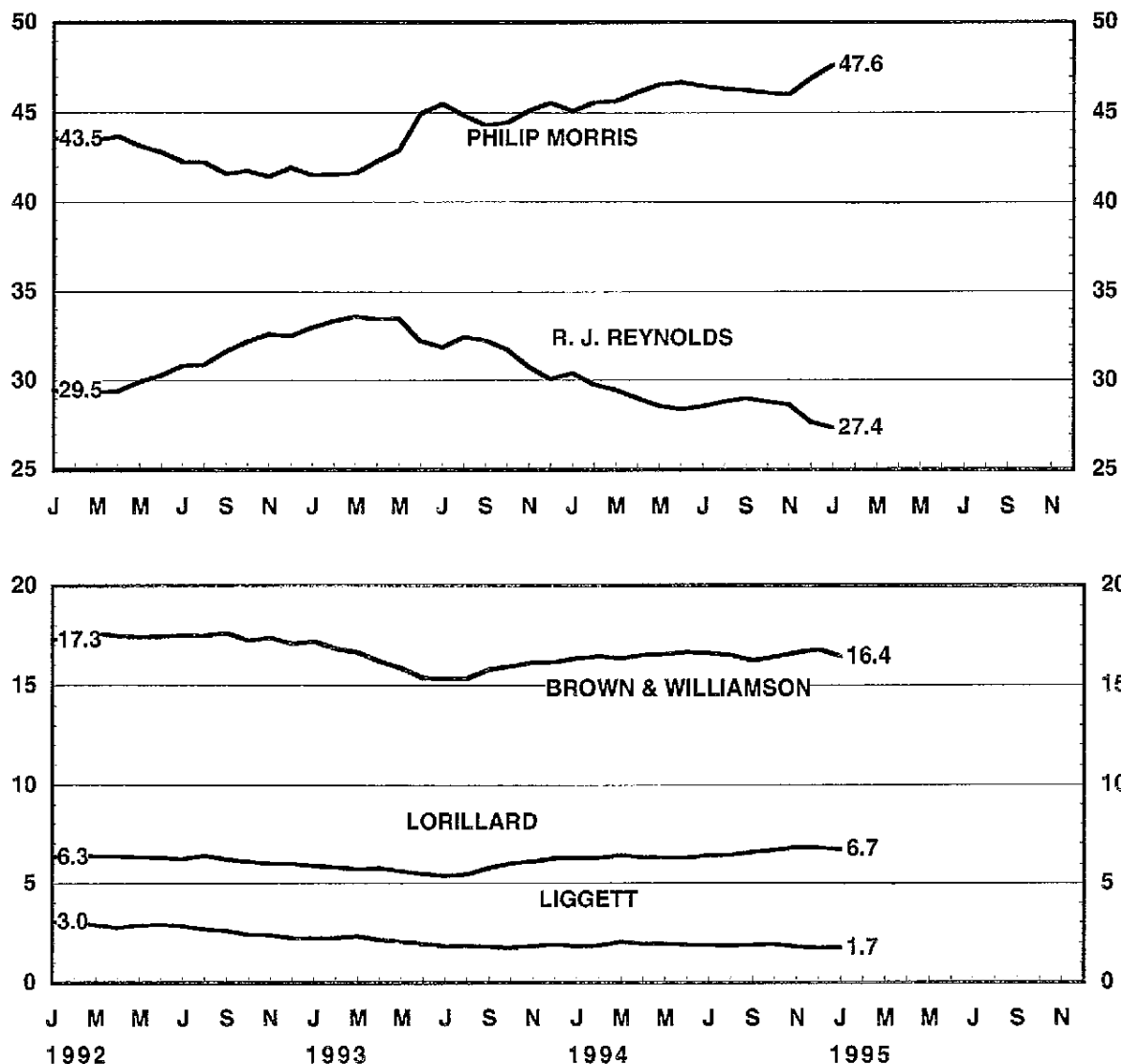


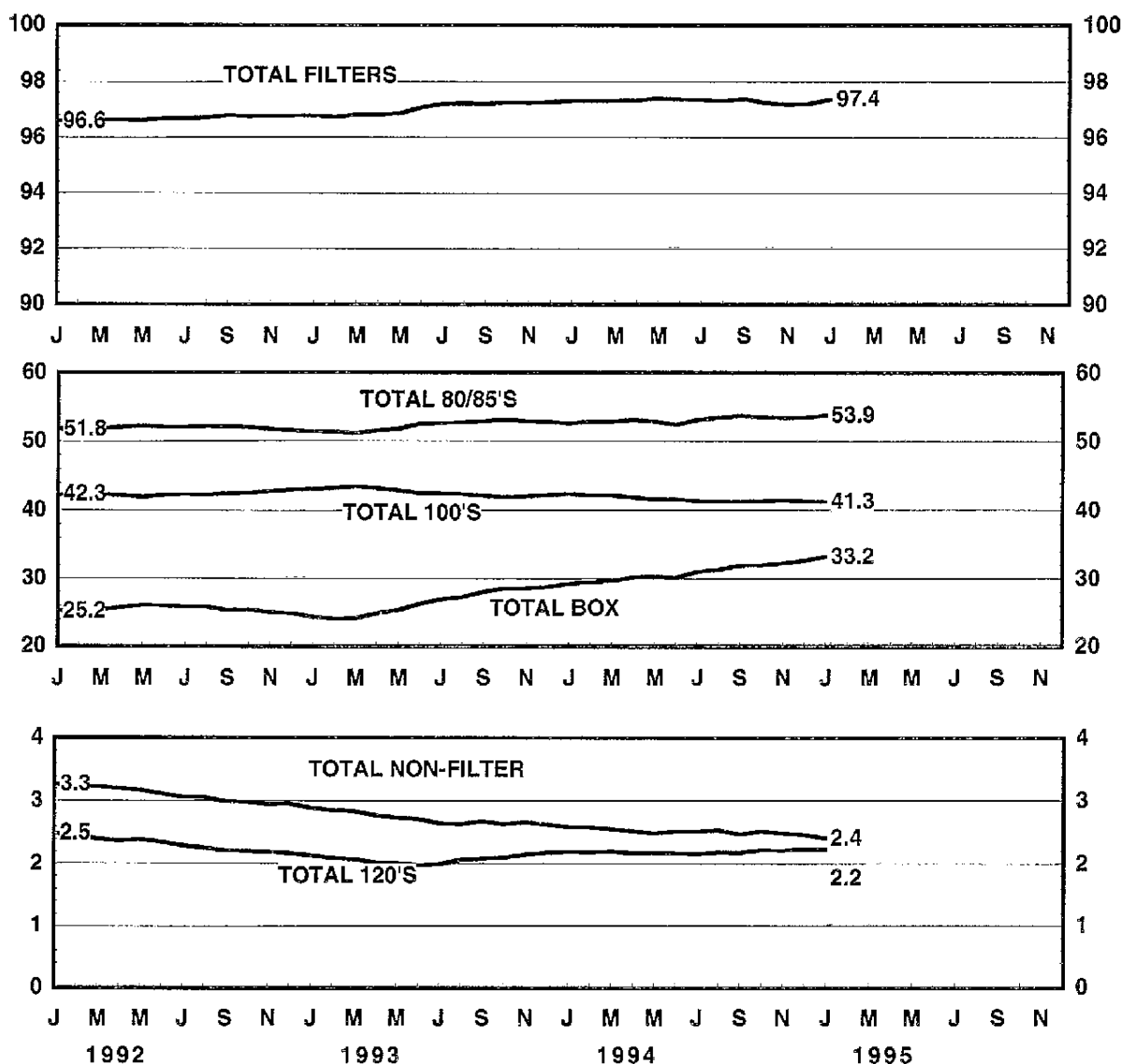
MARKET SHARES **COMPANIES** (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL.

2060076237

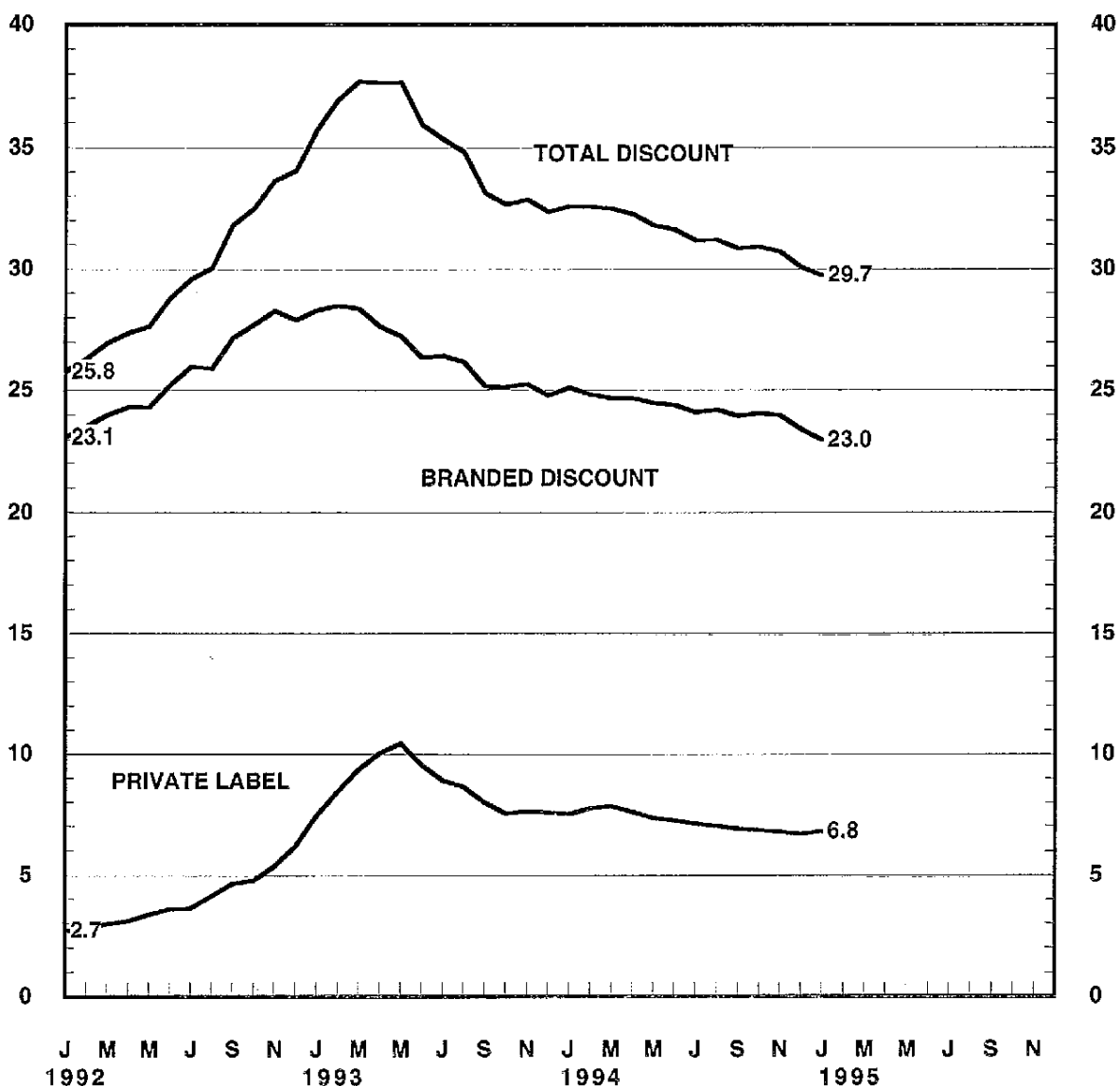
MARKET SHARES FILTER SIZE CATEGORIES (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076238

MARKET SHARES **TOTAL DISCOUNT** (1 MONTH MOVING)

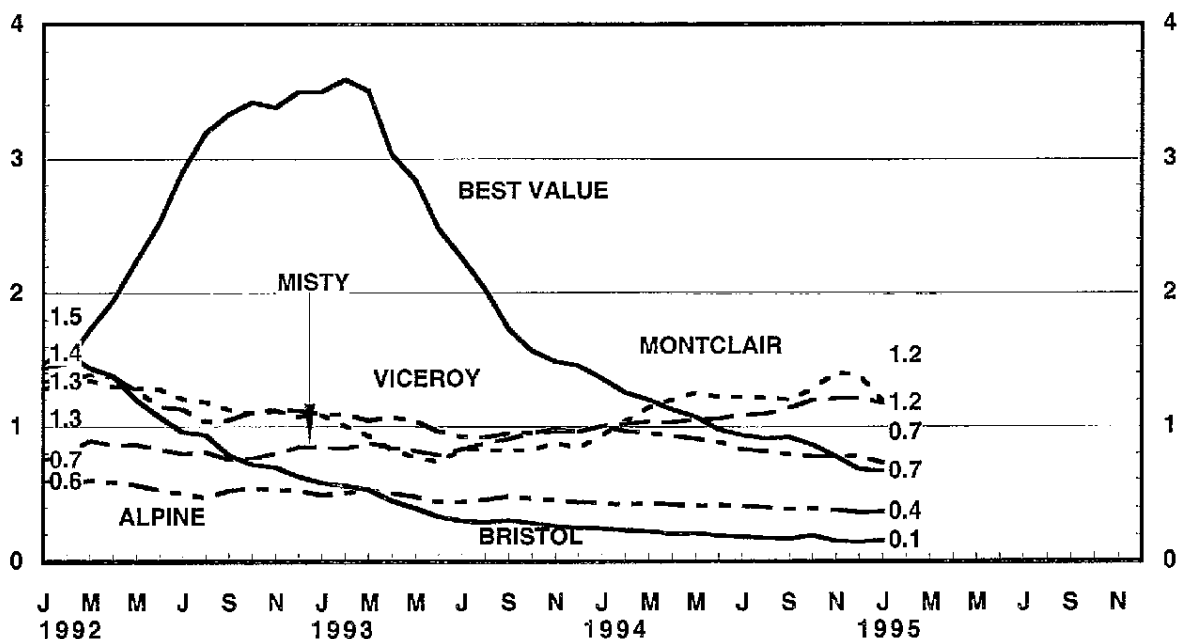
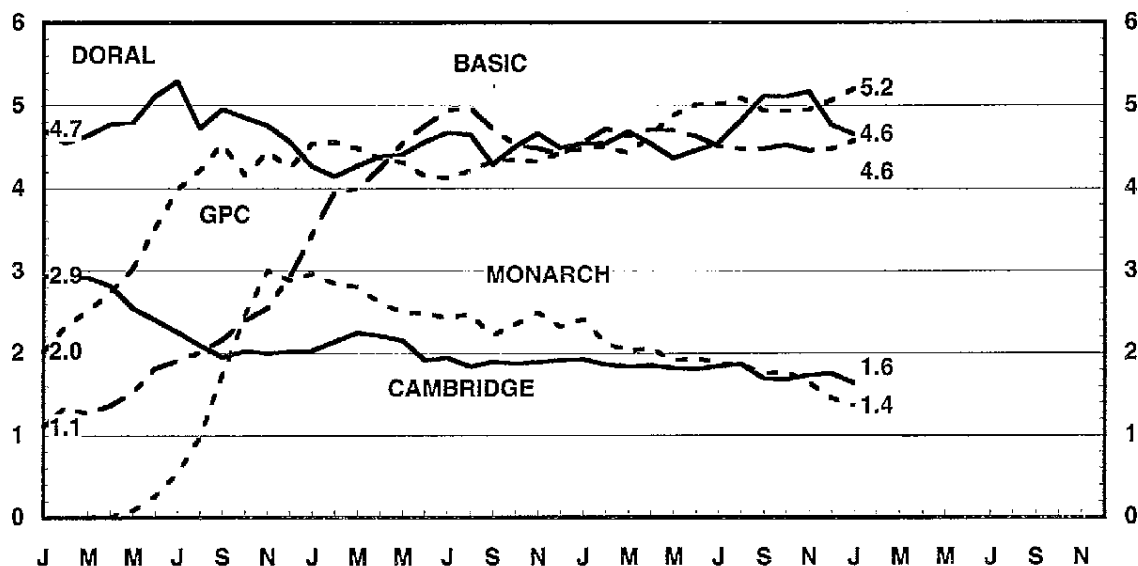


SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076239

MARKET SHARES BRANDED DISCOUNT

(1 MONTH MOVING)



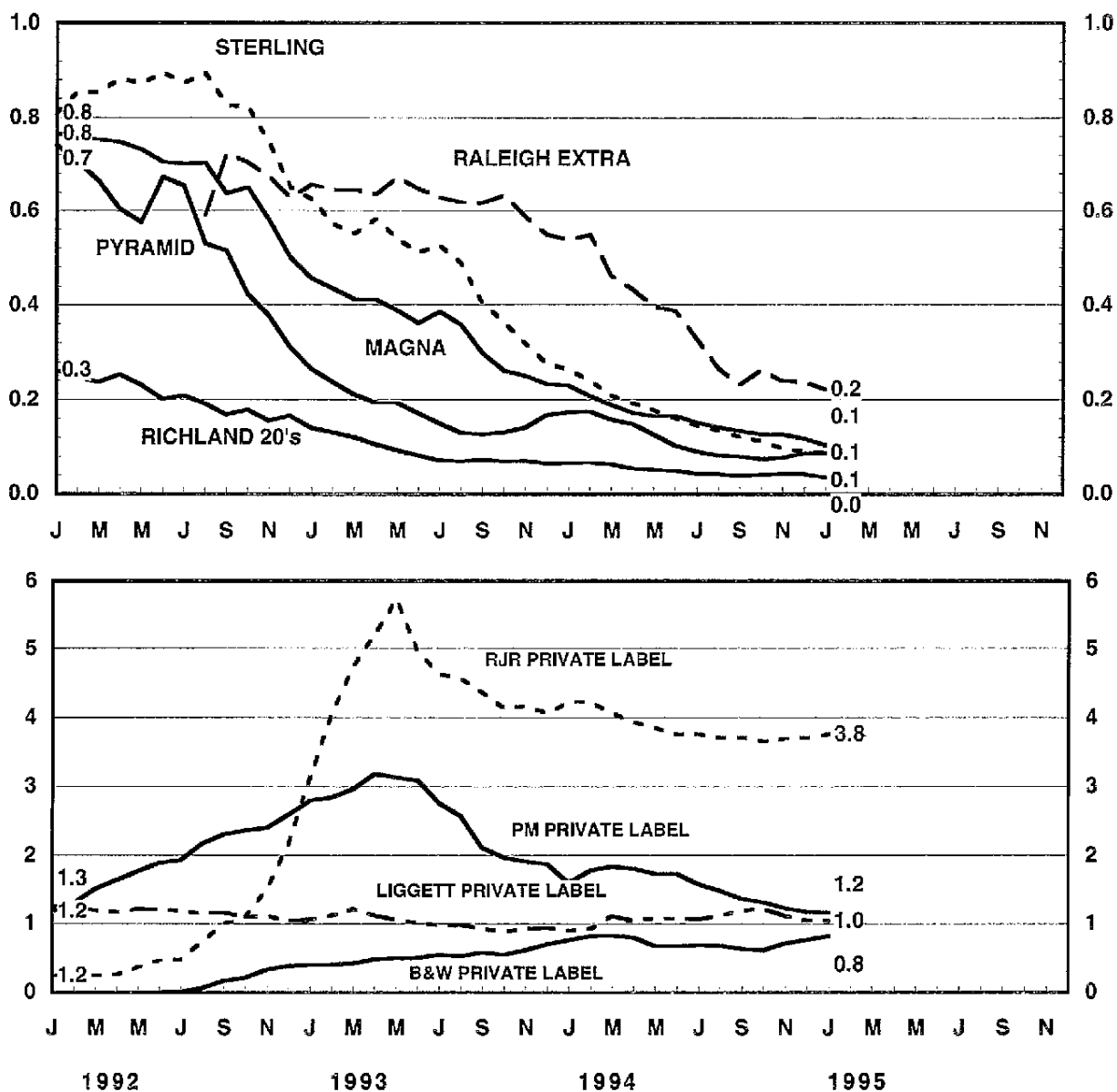
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076240

MARKET SHARES

BRANDED DISCOUNT & PRIVATE LABEL

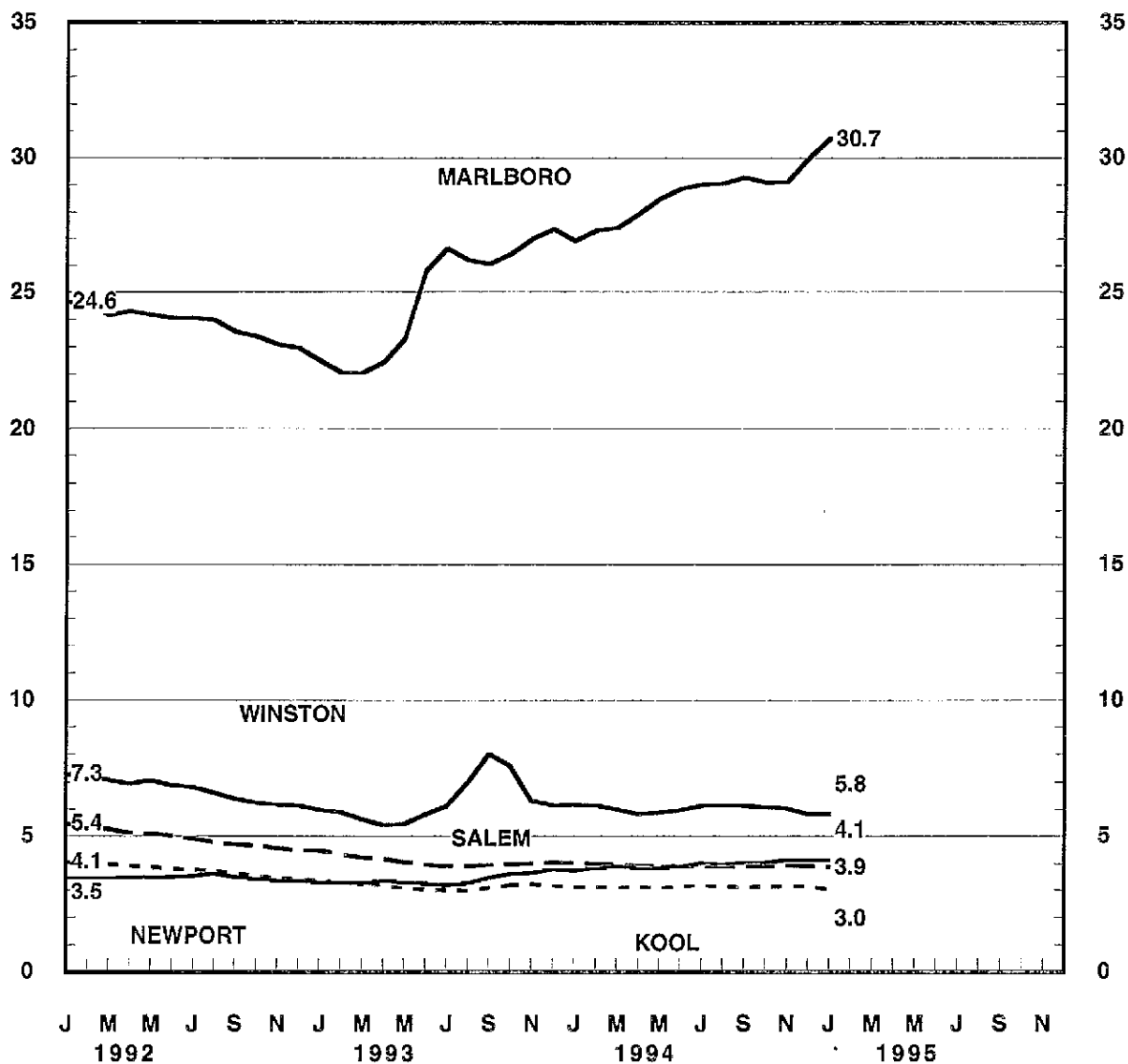
(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076241

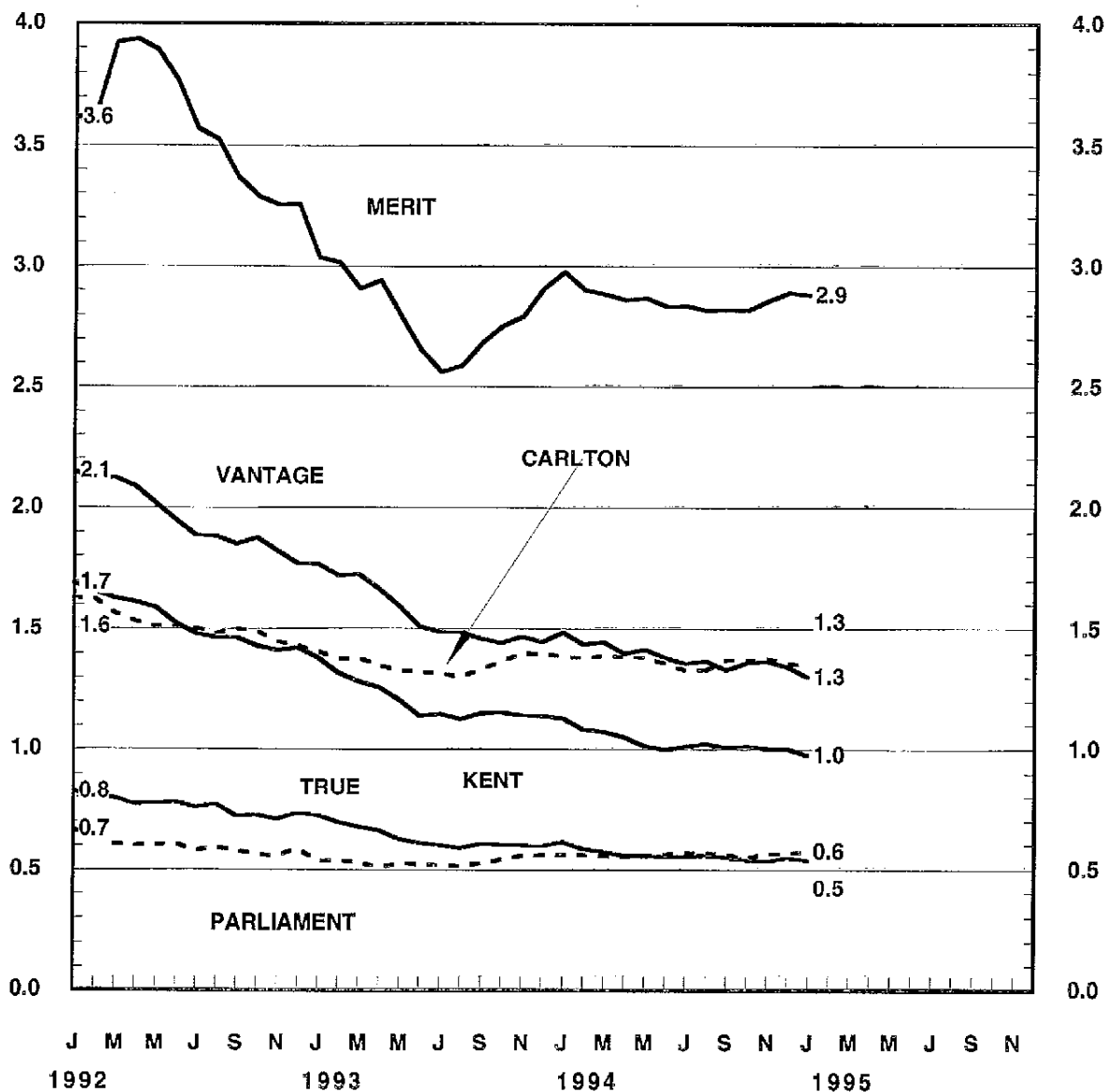
MARKET SHARES LEADING PREMIUM BRANDS (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076242

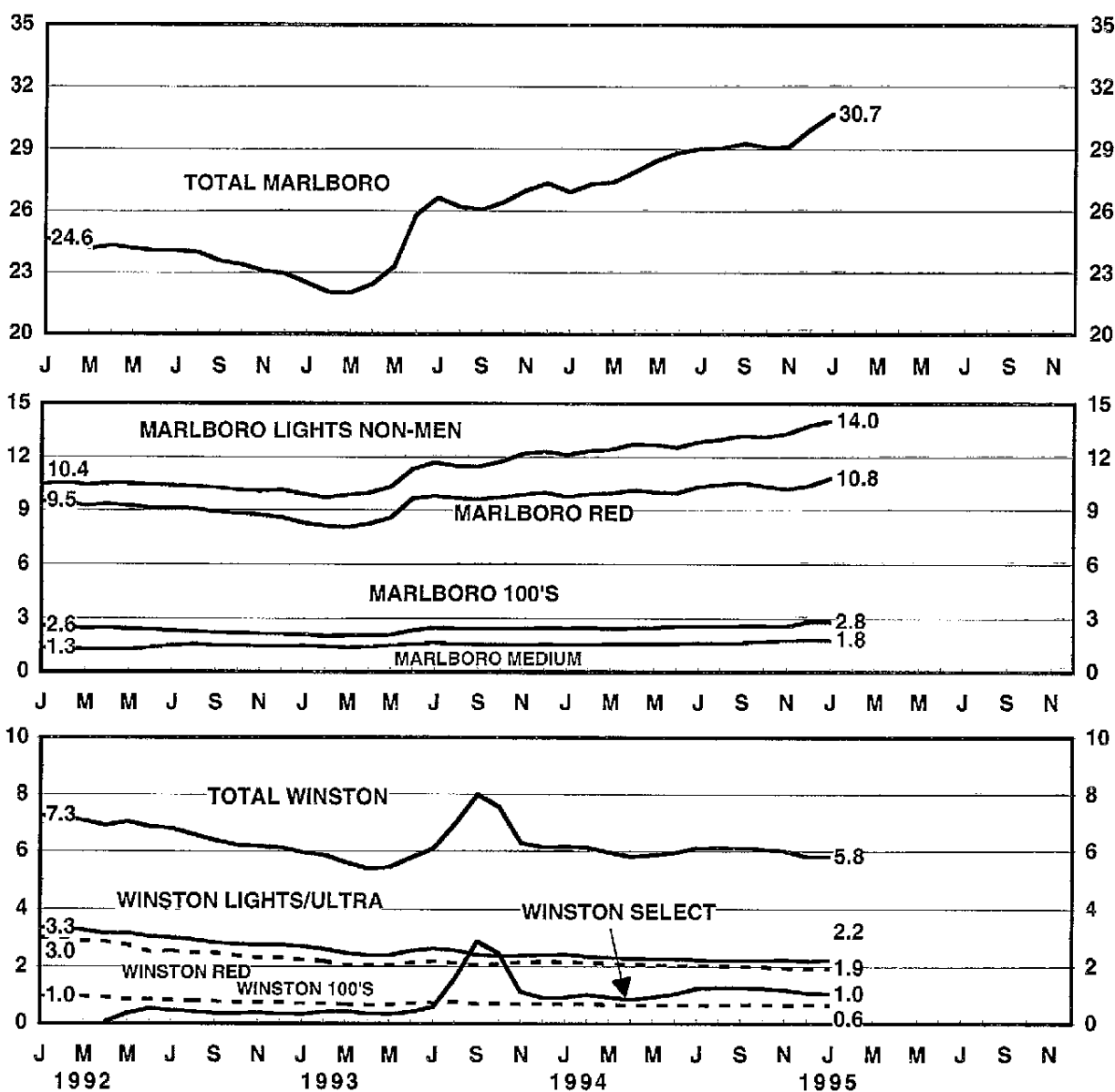
MARKET SHARES **FREE STANDING LOW TAR BRANDS** (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076243

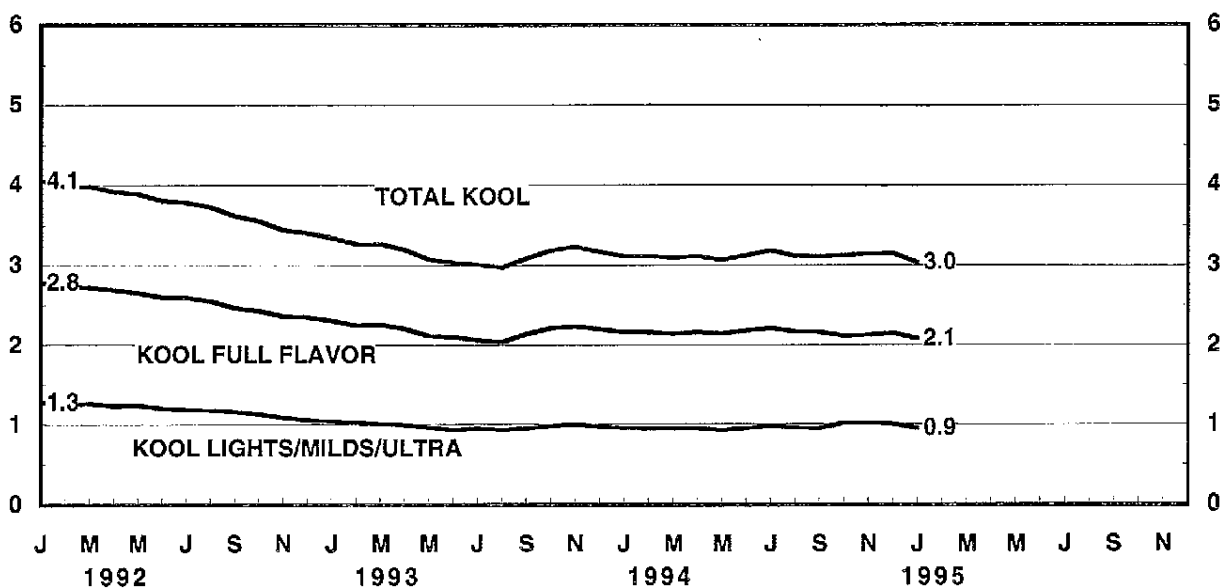
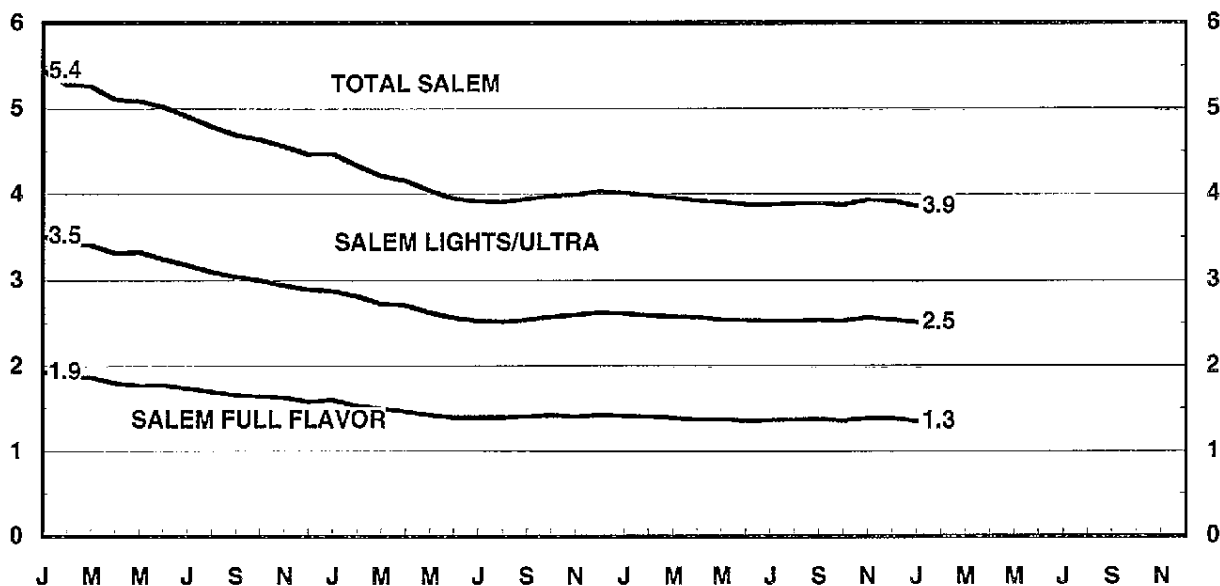
MARKET SHARES MARLBORO & WINSTON (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076244

MARKET SHARES **SALEM & KOOL** (1 MONTH MOVING)



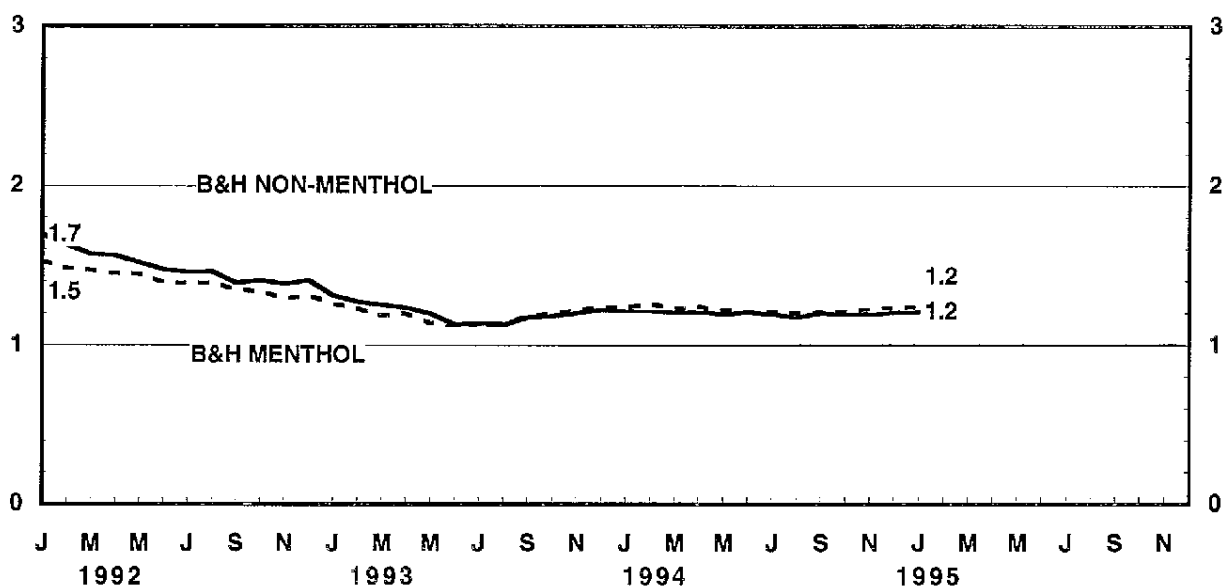
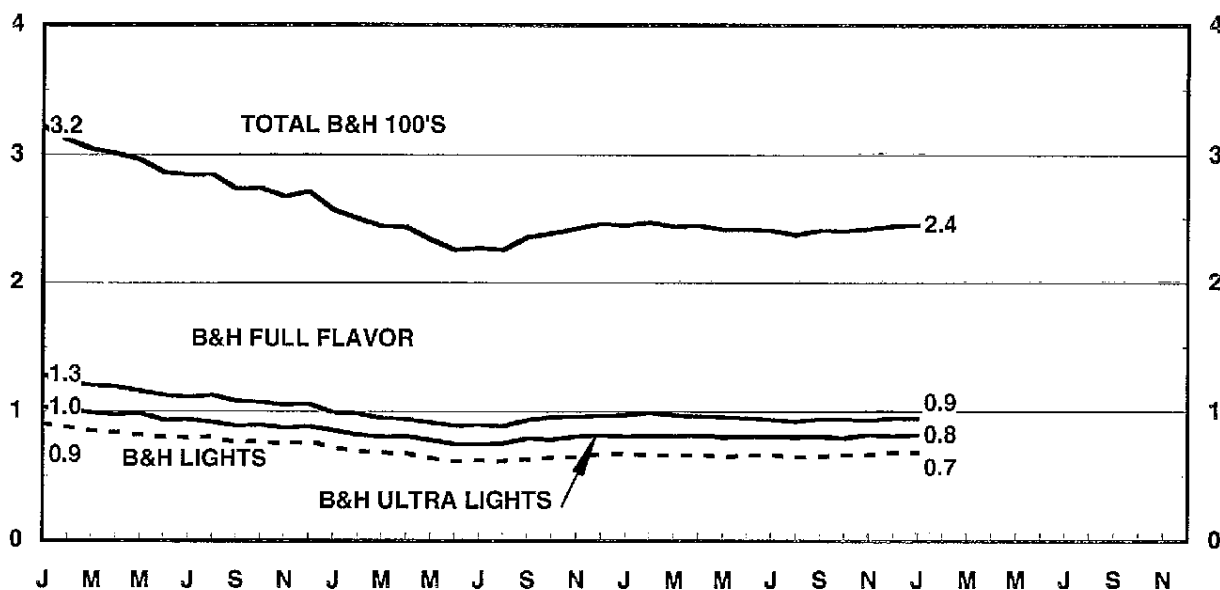
SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076245

MARKET SHARES

B&H 100'S

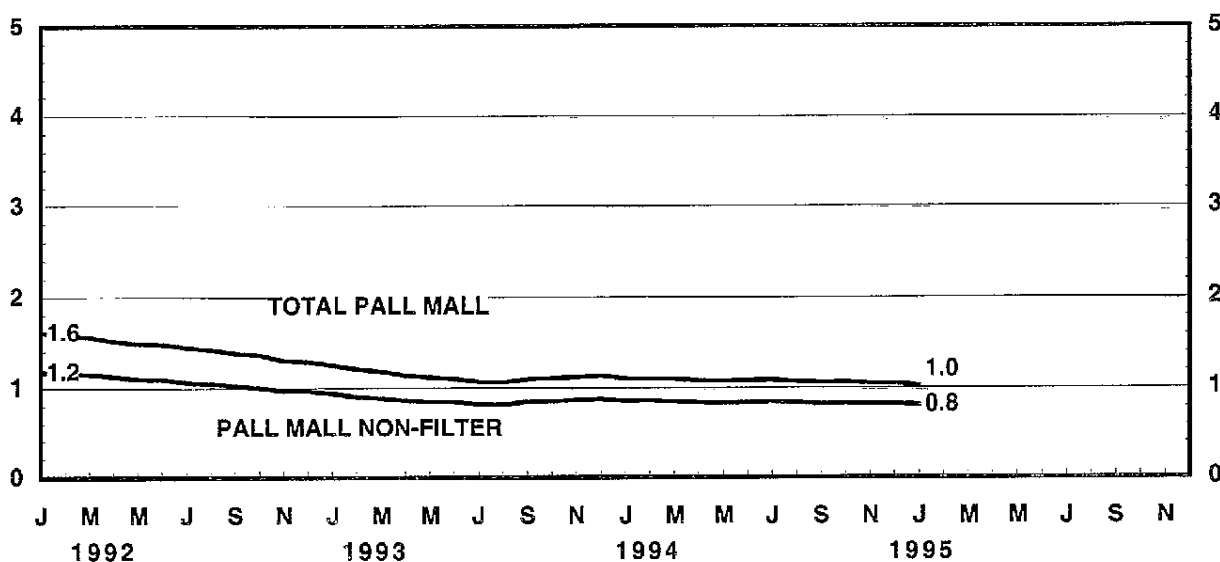
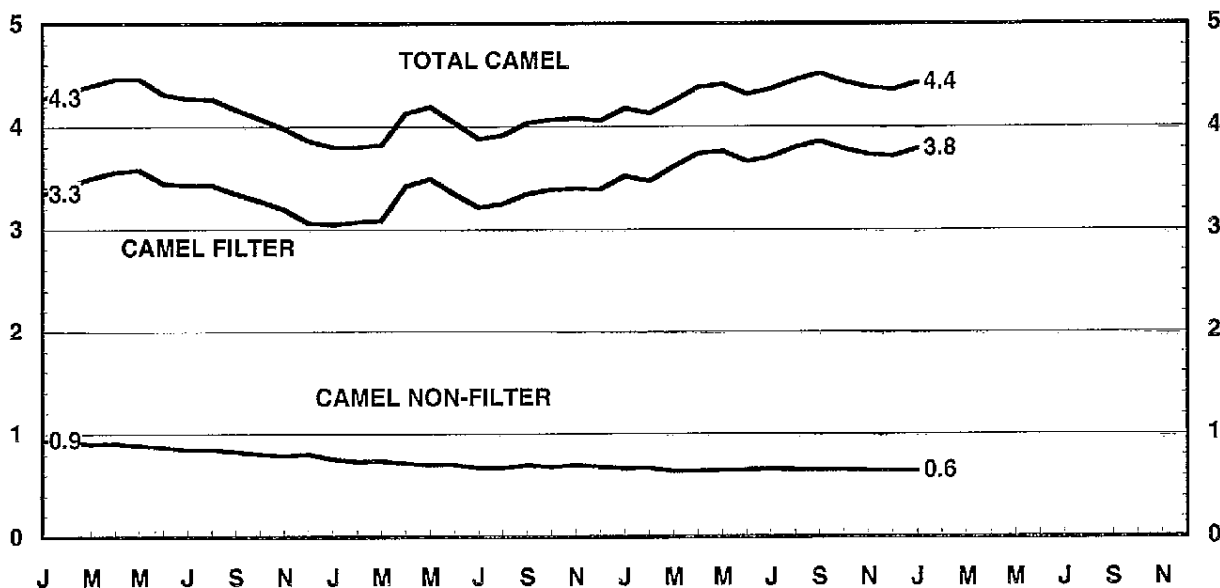
(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076246

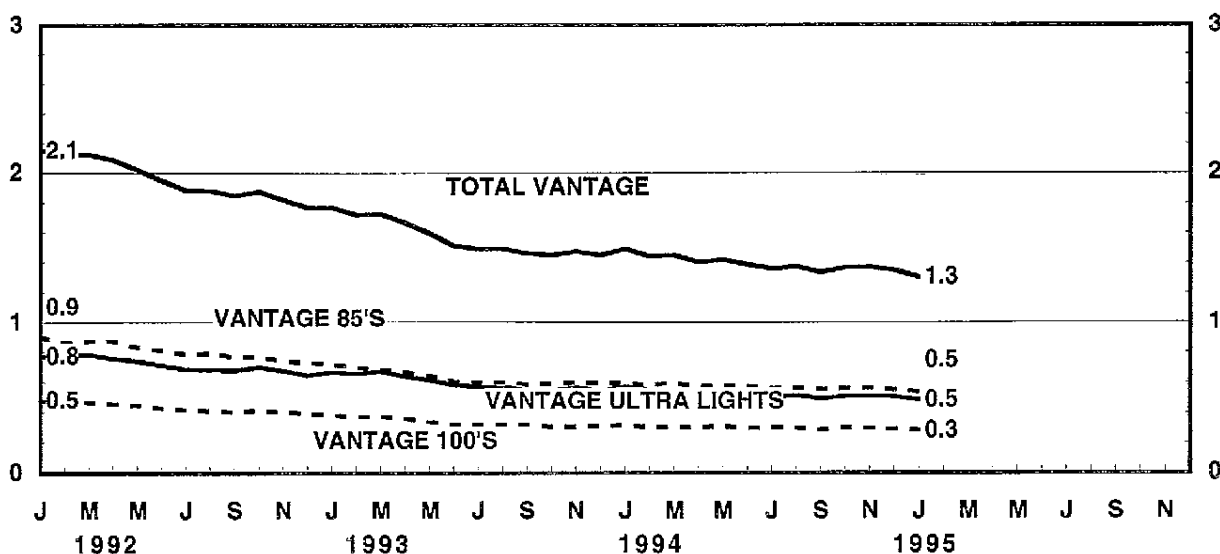
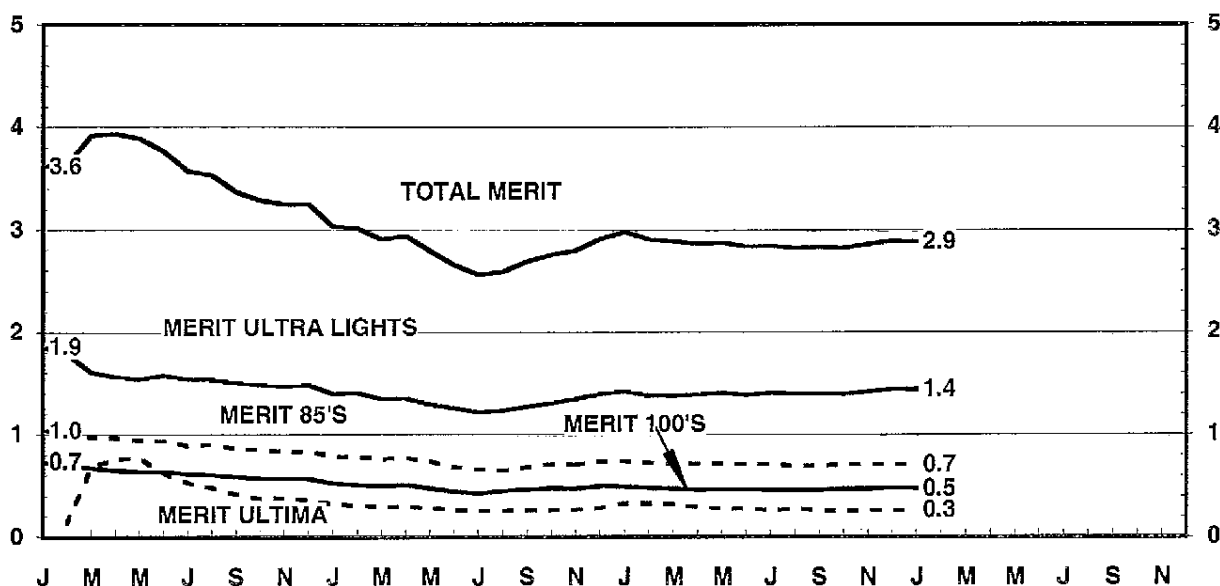
MARKET SHARES **CAMEL & PALL MALL** (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076247

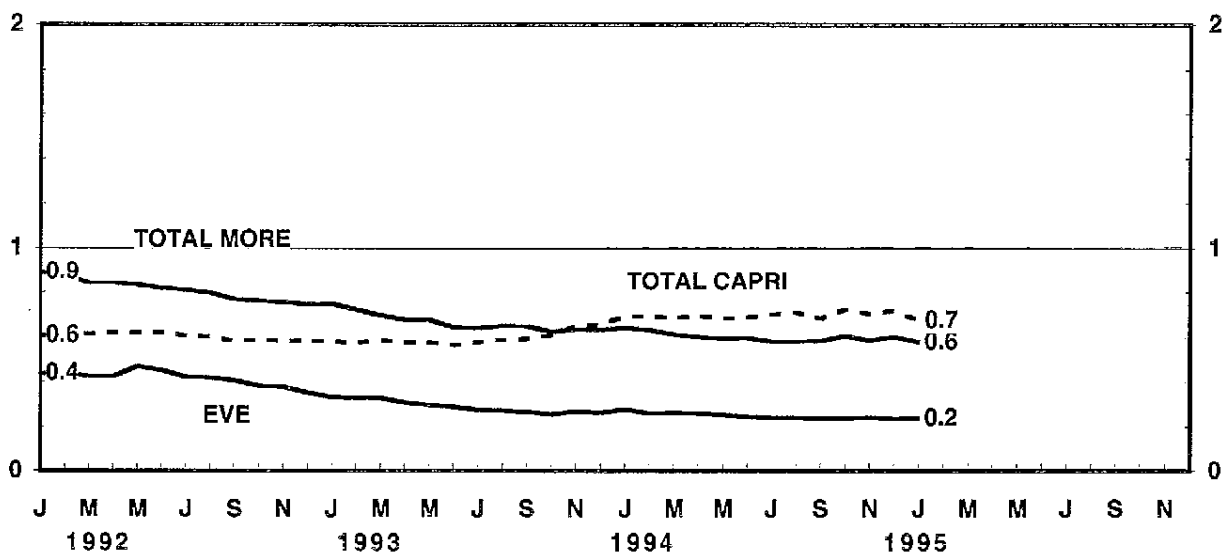
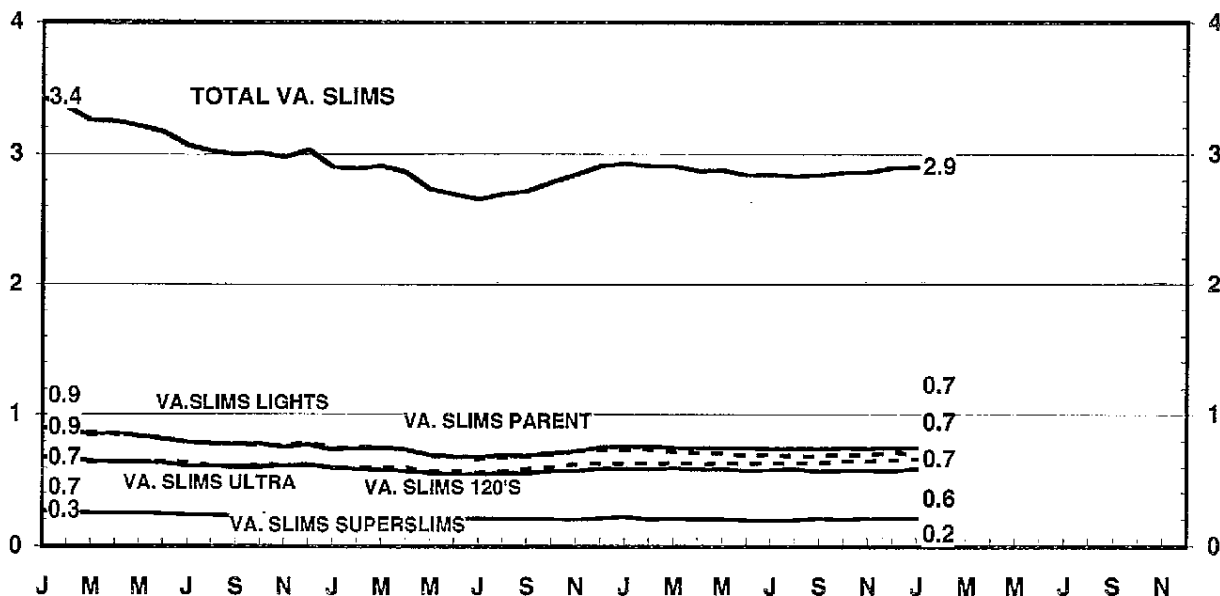
MARKET SHARES MERIT & VANTAGE (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076248

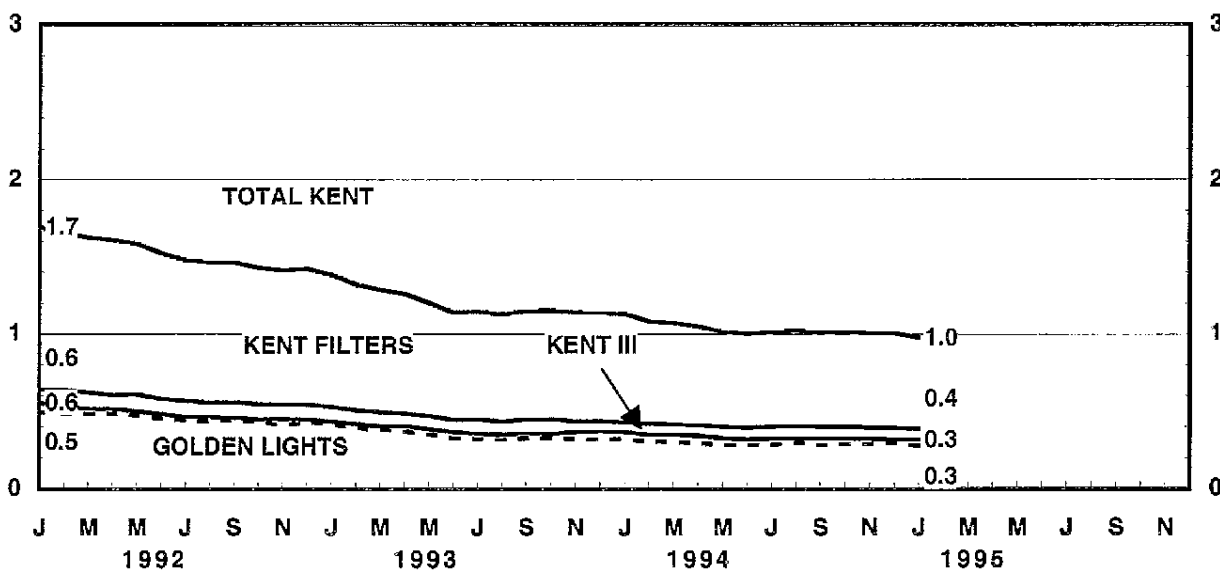
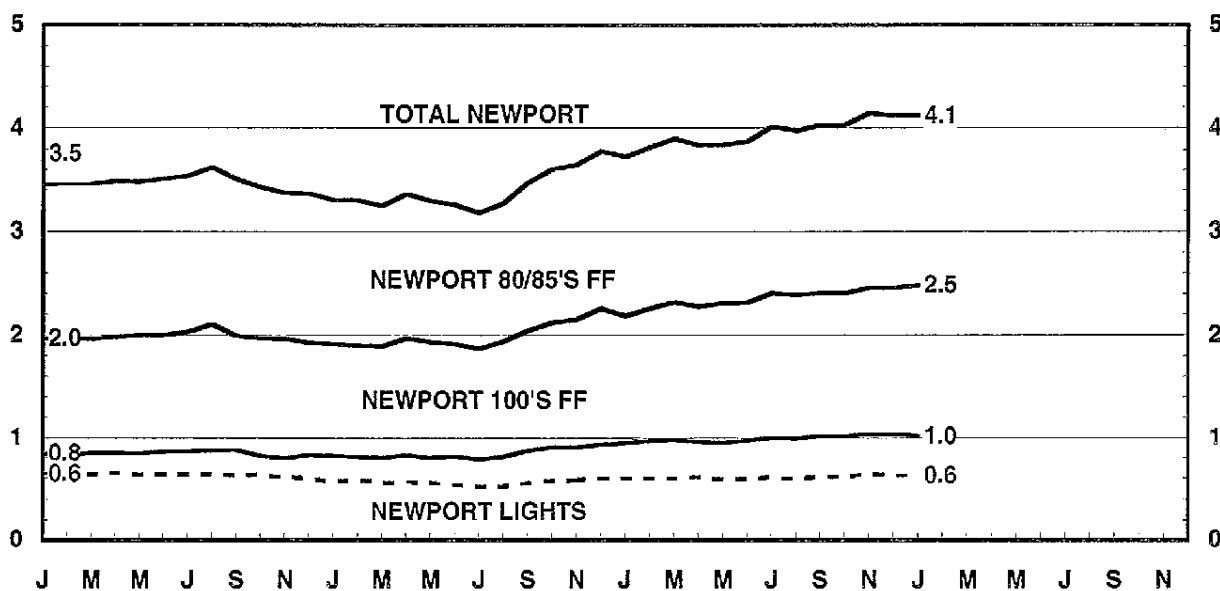
MARKET SHARES **VA. SLIMS, MORE & CAPRI** (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076249

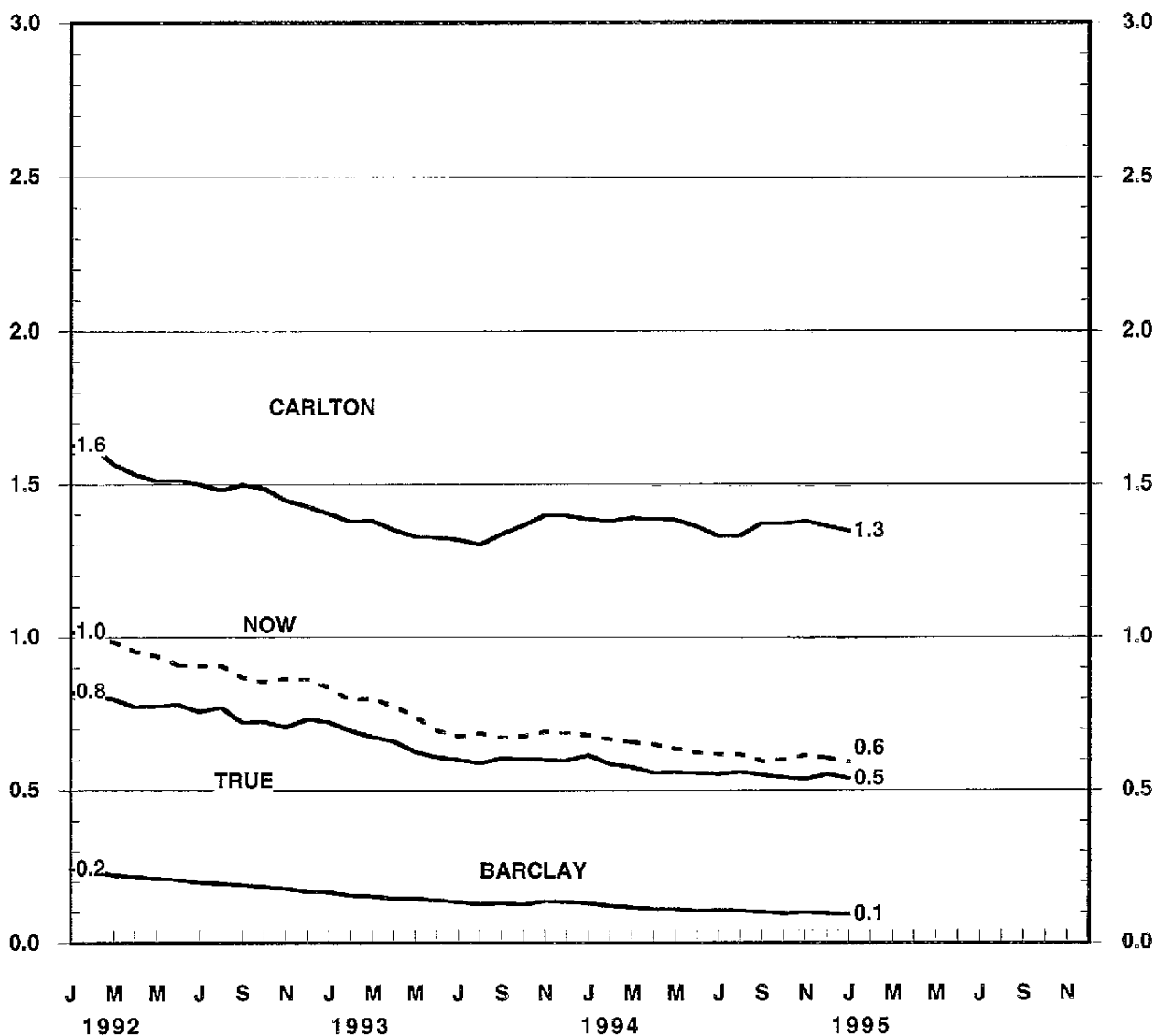
MARKET SHARES NEWPORT & KENT (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076250

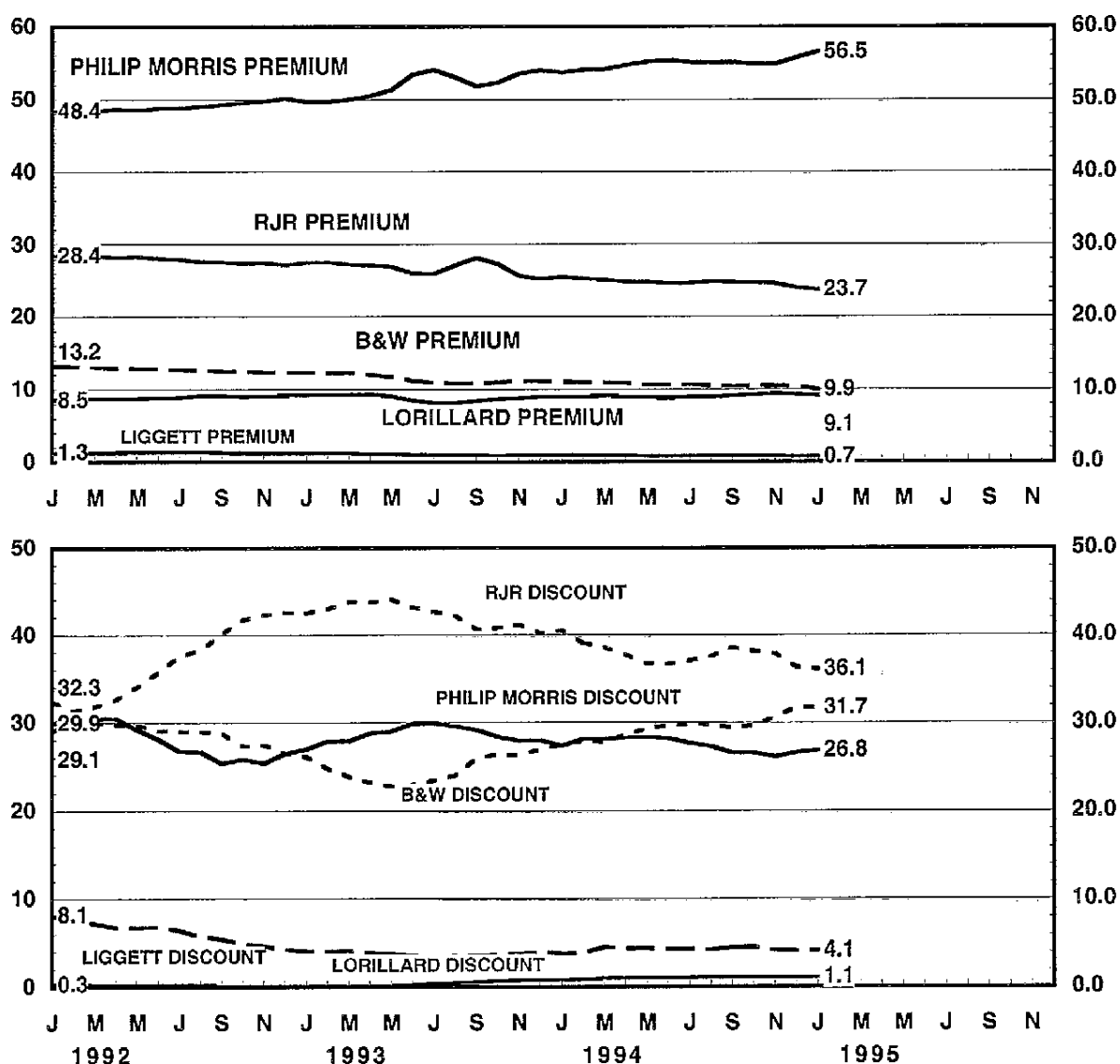
MARKET SHARES SELECTED BRANDS (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076251

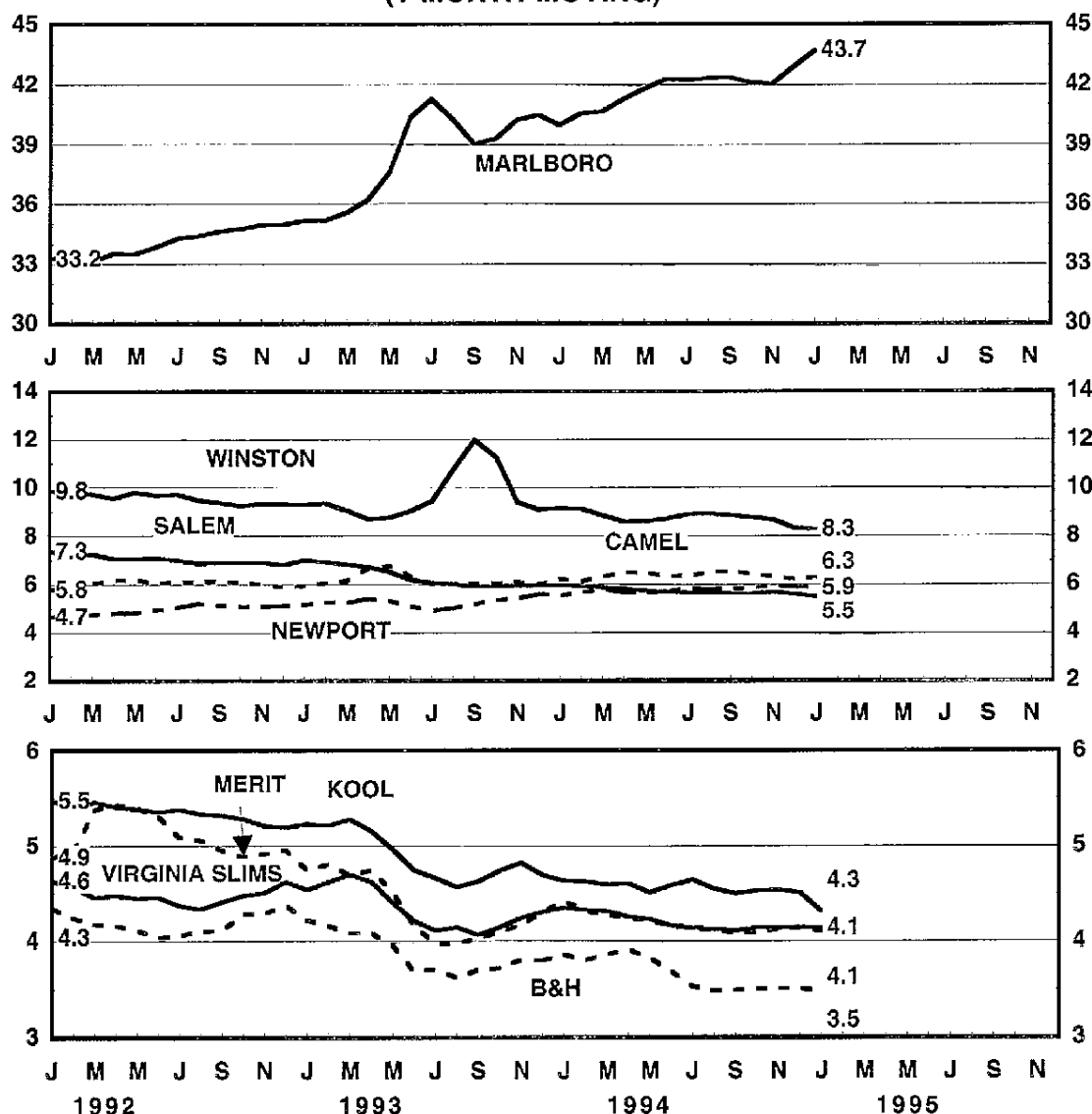
COMPANY SHARES % OF PRICE CATEGORIES (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076252

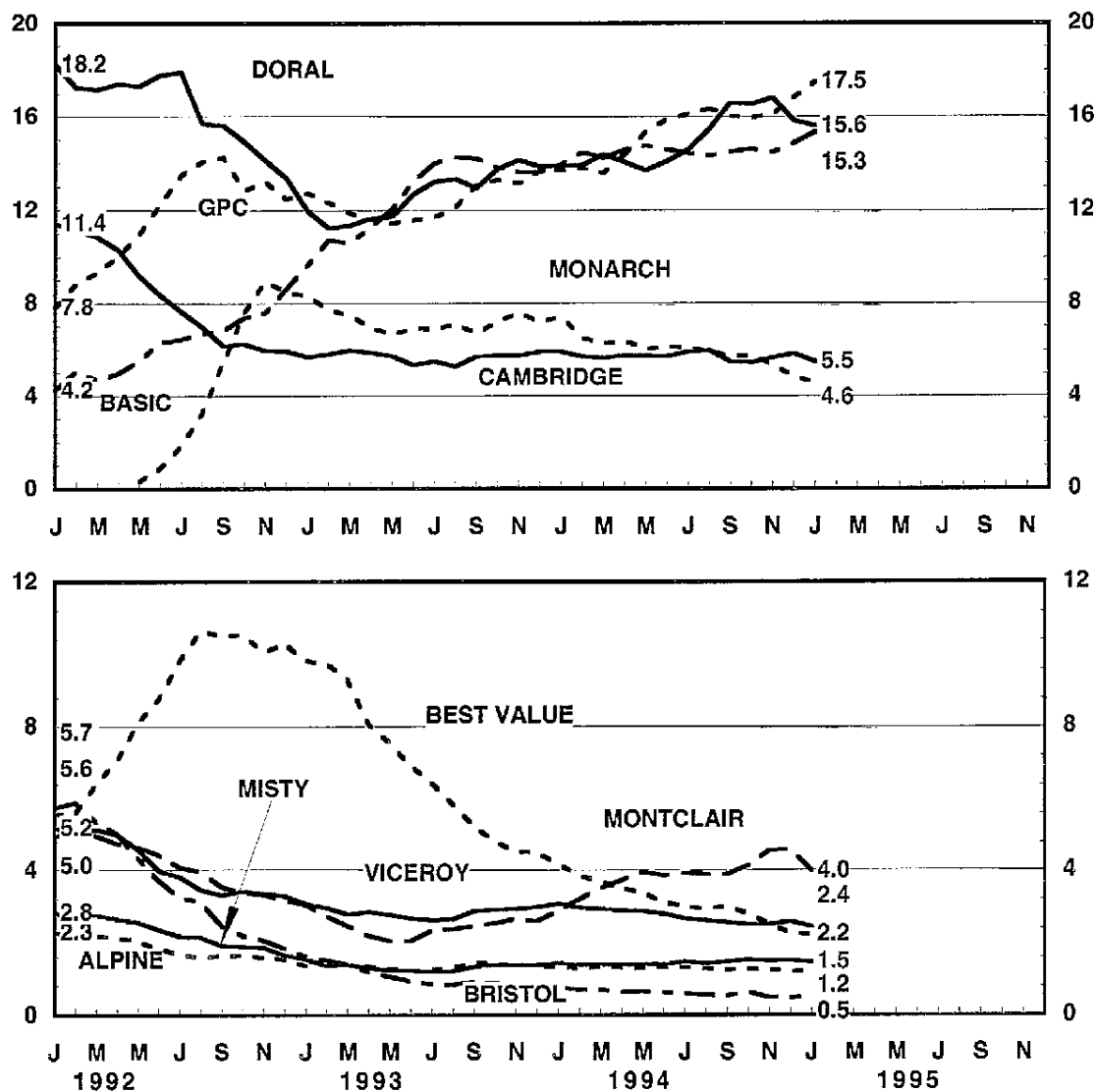
MAJOR PREMIUM BRANDS **% OF PREMIUM CATEGORY** (1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076253

BRANDED DISCOUNT % OF DISCOUNT CATEGORY (1 MONTH MOVING)

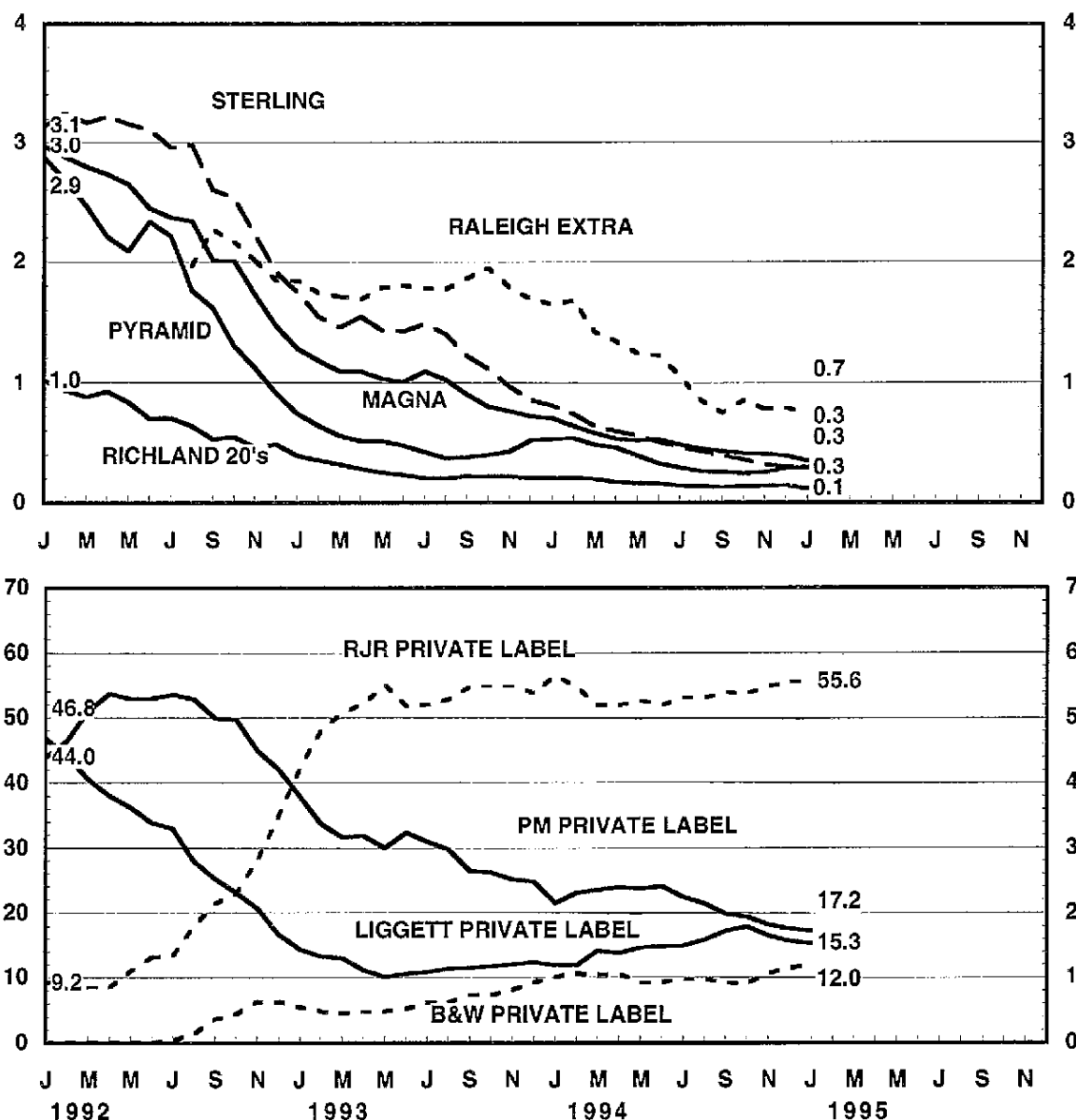


SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076254

BRANDED DISCOUNT % OF DISCOUNT CO. PRIVATE LABEL % OF PRIVATE LABEL

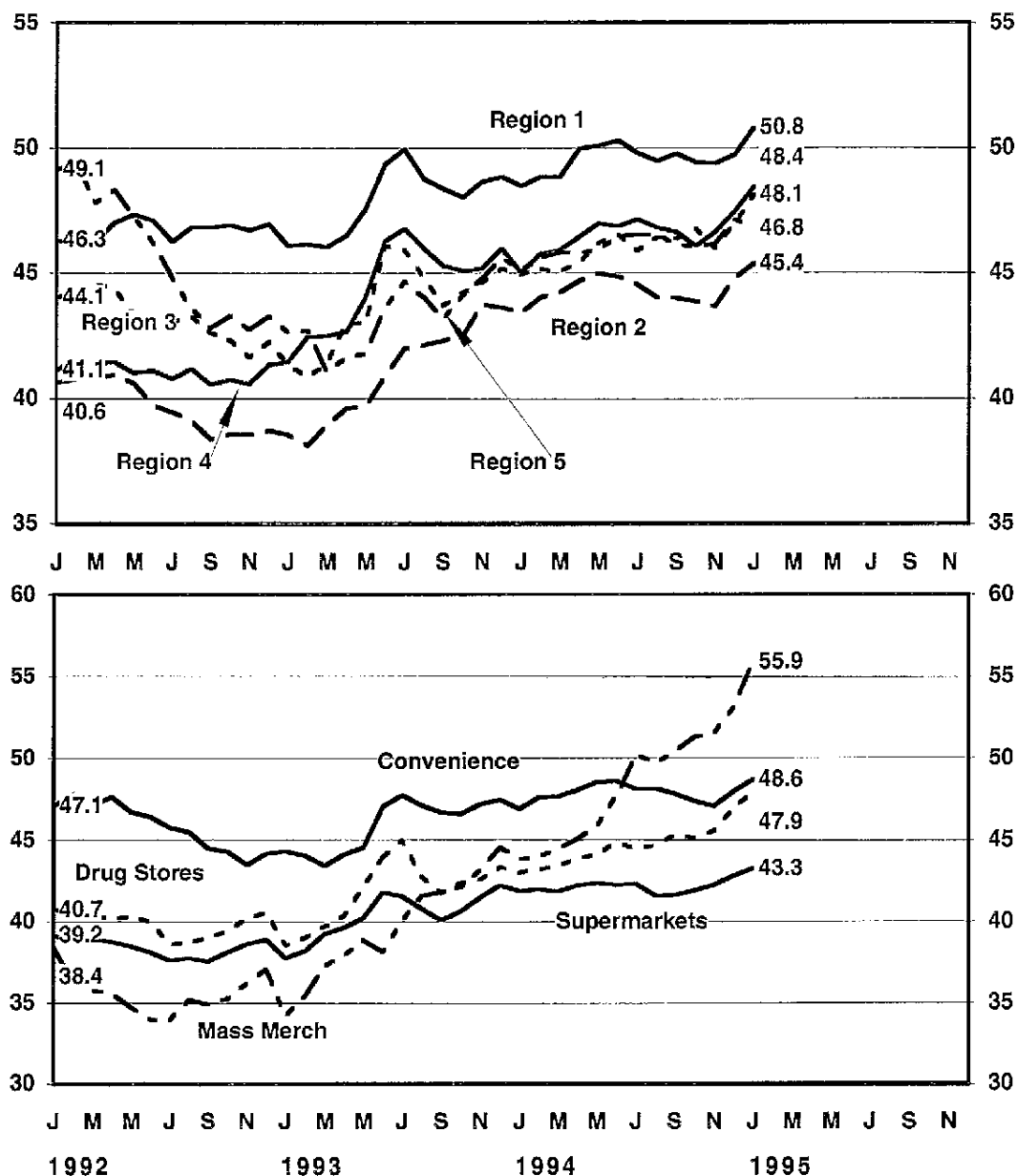
(1 MONTH MOVING)



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076255

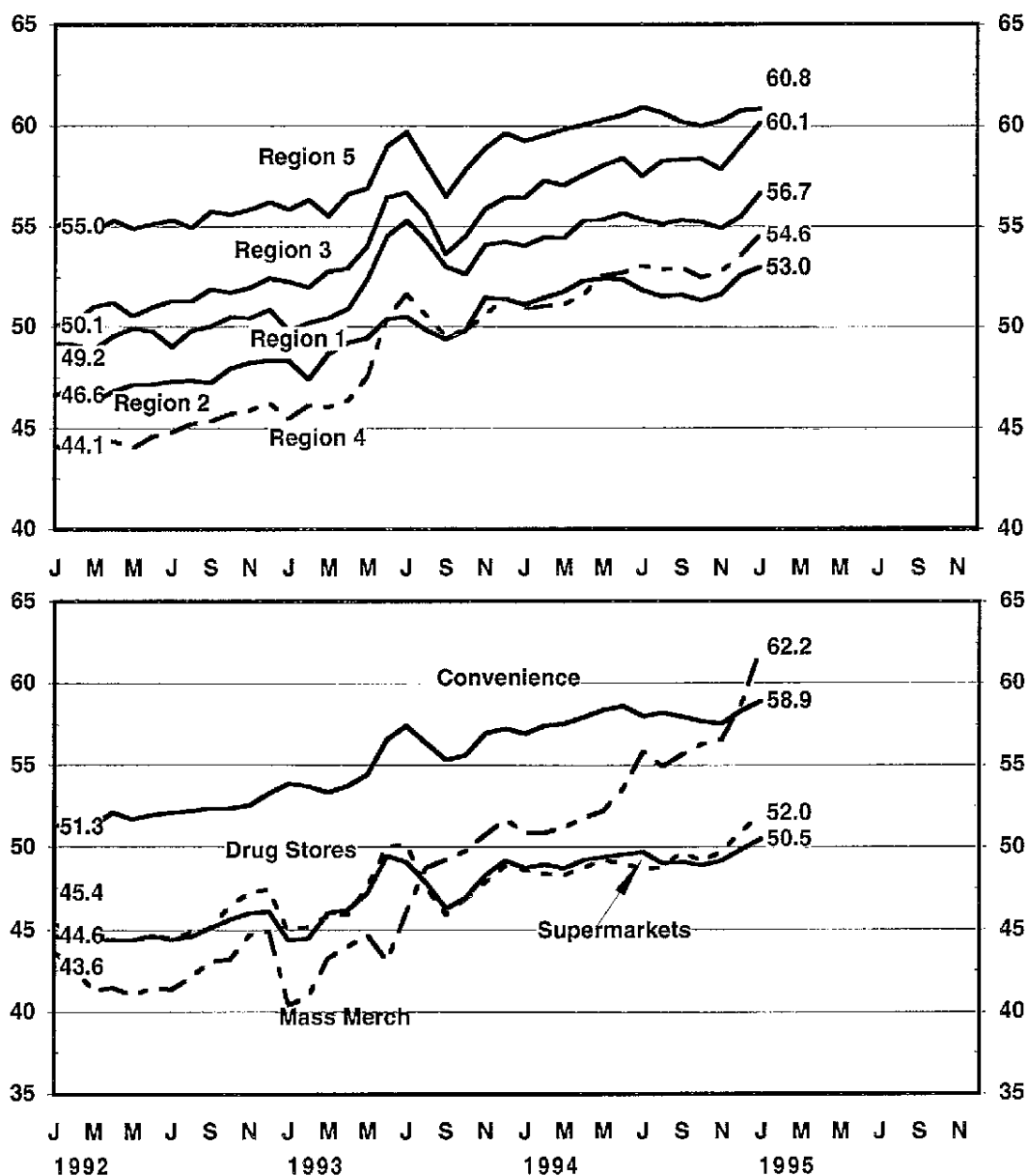
PM SHARE REGION AND TRADE CLASS



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076256

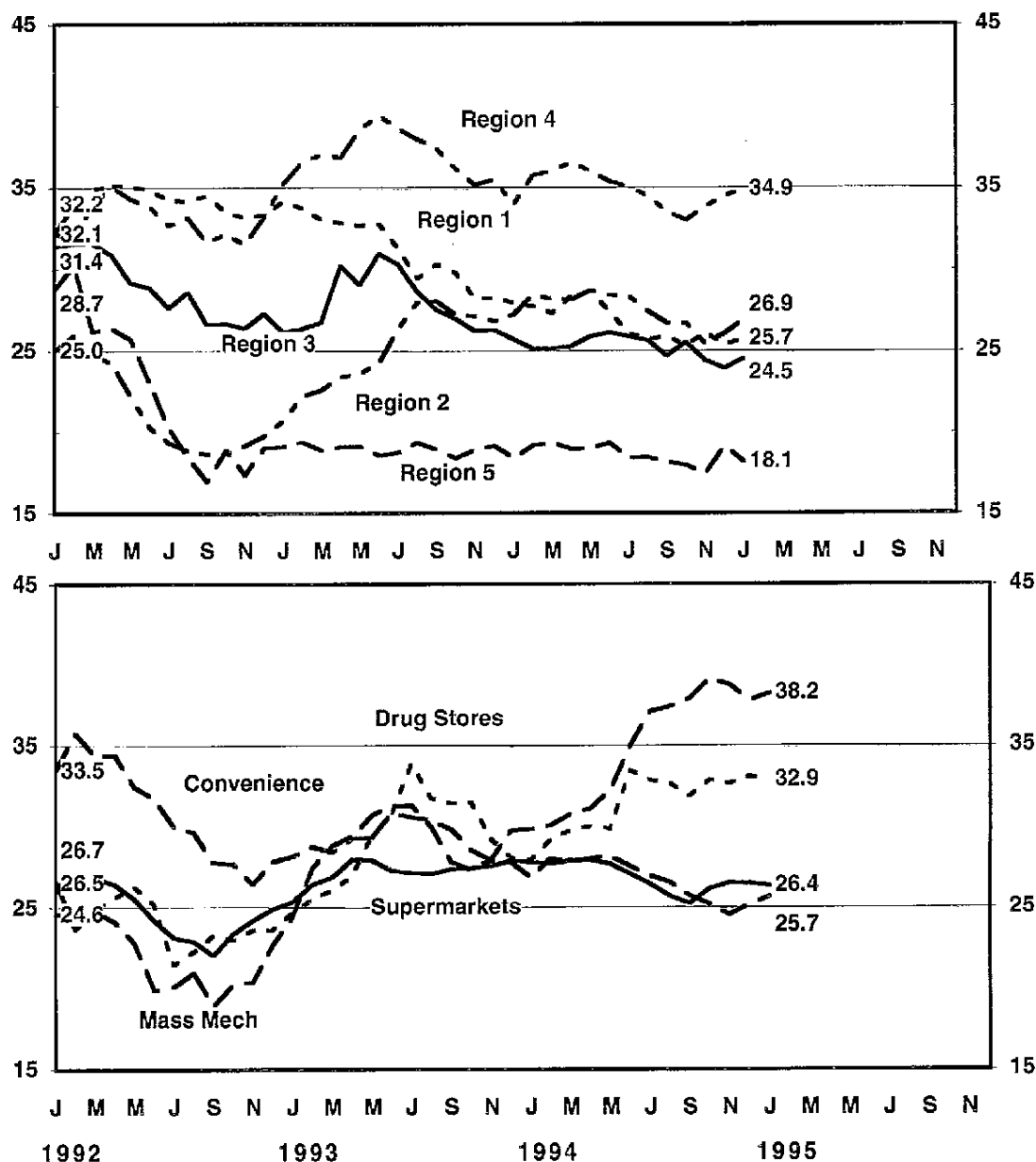
PM SHARE OF PREMIUM REGION AND TRADE CLASS



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076257

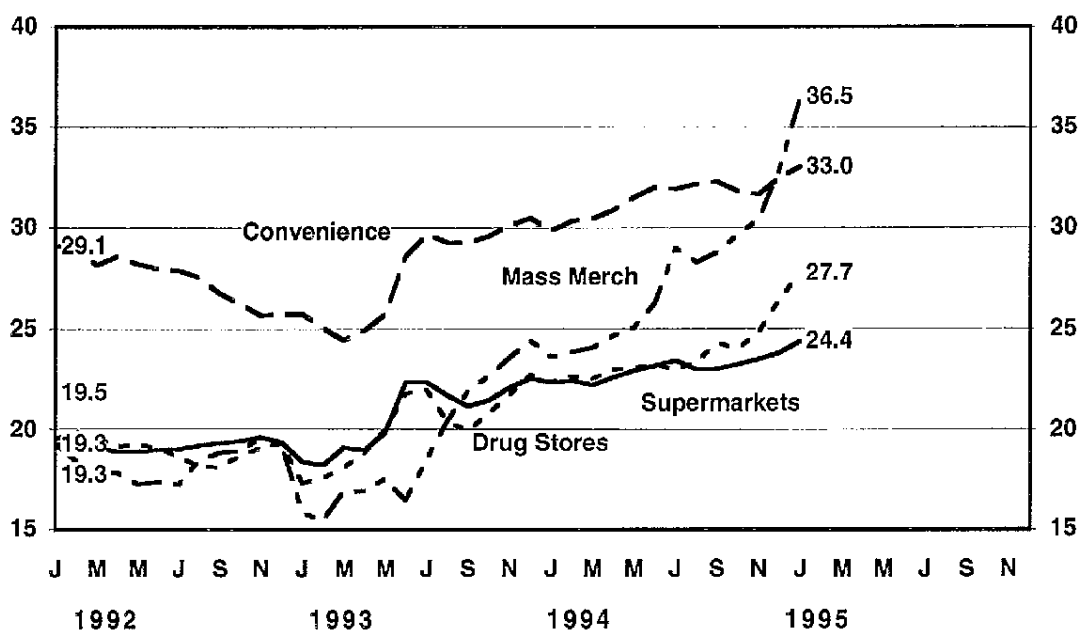
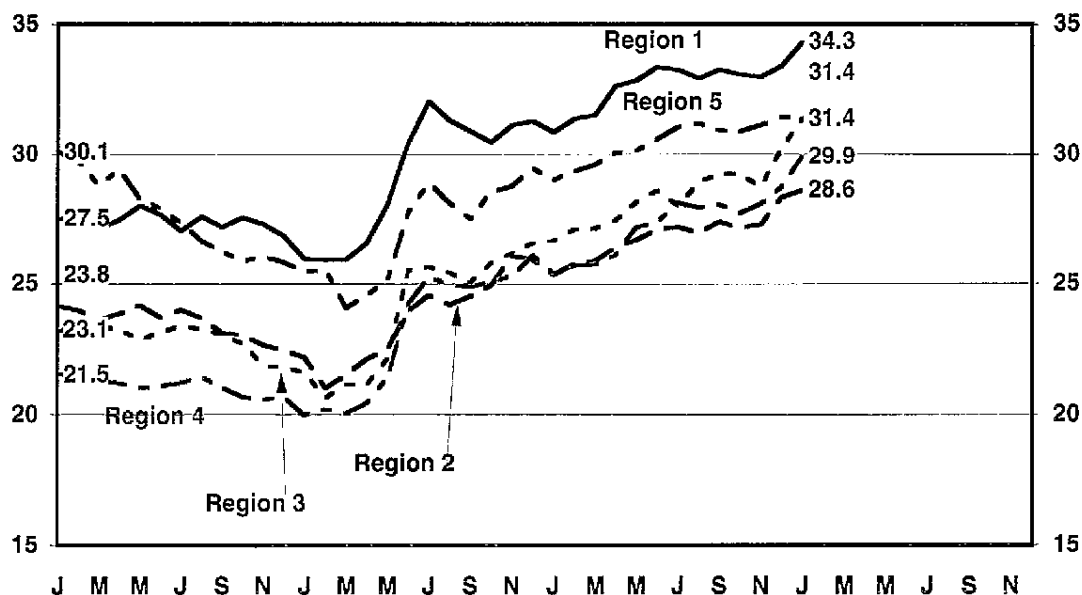
PM SHARE OF DISCOUNT REGION AND TRADE CLASS



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076258

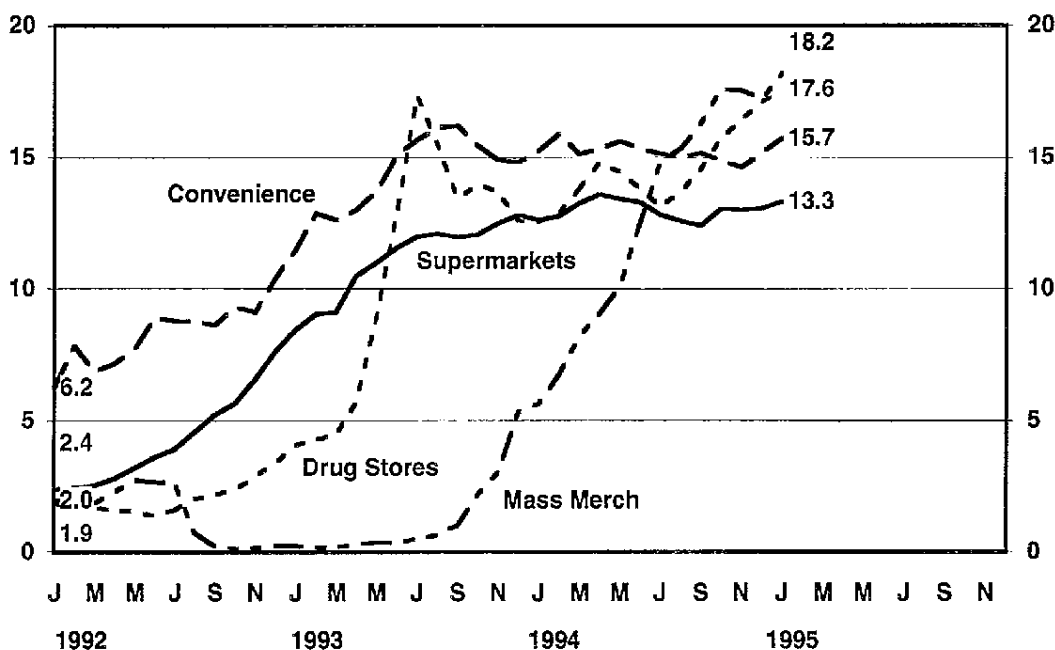
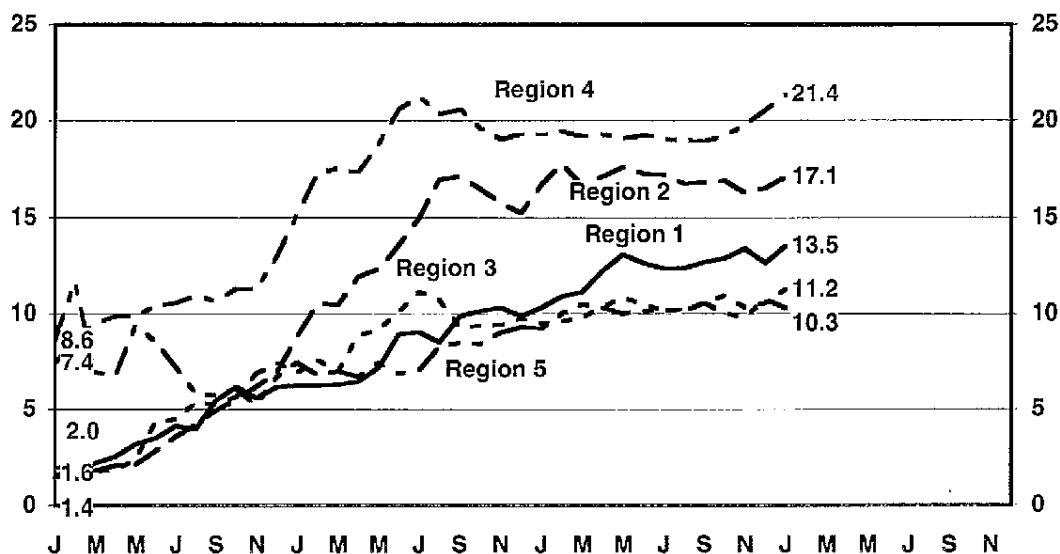
MARLBORO SHARE REGION AND TRADE CLASS



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076259

BASIC SHARE OF DISCOUNT REGION AND TRADE CLASS



SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076260

COMPANY SHARE OF SEGMENTS JANUARY 1995

	Market Shares			Change Vs. Year Ago			Jan Vs. Month Ago
	<u>12 Mos.</u>	<u>3 Mos.</u>	<u>Jan</u>	<u>12 Mos.</u>	<u>3 Mos.</u>	<u>Jan</u>	<u>Jan</u>
<u>Share of Industry</u>							
Philip Morris	46.4	46.8	47.6	2.3	1.6	2.6	0.7
R. J. Reynolds	28.7	27.9	27.4	-3.5	-2.5	-3.0	-0.3
B&W (Incl. American)	16.5	16.6	16.4	0.5	0.4	0.1	-0.4
Lorillard	6.5	6.8	6.7	0.7	0.6	0.5	-0.1
Liggett Group	1.9	1.8	1.7	-0.1	-0.1	-0.1	0.0
Premium Category	68.7	69.8	70.2	3.7	2.4	2.8	0.3
Discount Category	31.3	30.2	29.8	-3.7	-2.4	-2.8	-0.3
<u>Share of Premium</u>							
Philip Morris	55.0	55.7	56.5	2.7	1.9	2.8	0.8
R. J. Reynolds	24.6	24.1	23.7	-2.0	-1.4	-1.8	-0.3
B&W (Incl. American)	10.5	10.2	10.0	-0.8	-0.8	-1.0	-0.4
Lorillard	9.0	9.2	9.1	0.3	0.4	0.2	-0.1
Liggett Group	0.8	0.7	0.7	-0.2	-0.2	-0.2	0.0
<u>Share of Discount</u>							
Philip Morris	27.4	26.5	26.8	-1.3	-1.3	-0.5	0.2
R. J. Reynolds	37.5	36.7	36.1	-4.7	-3.8	-4.4	-0.2
B&W (Incl. American)	29.6	31.4	31.7	4.9	4.5	4.2	0.0
Lorillard	1.0	1.1	1.1	0.6	0.3	0.3	0.0
Liggett Group	4.3	4.1	4.1	0.5	0.3	0.4	0.0

SOURCE: INTEGRATED NIELSEN MONTHLY PANEL — TOTAL U.S.

2060076261

CATEGORIES

26

	Market Shares			Change Vs. Year Ago			Jan Vs. Month Ago
	12 Mos.	3 Mos.	Jan	12 Mos.	3 Mos.	Jan	Jan
<u>Total Filter</u> *	97.3	97.3	97.4	0.2	0.0	0.1	0.2
80/85's	53.3	53.6	53.9	0.9	0.8	1.2	0.3
100's	41.6	41.4	41.3	-1.0	-0.9	-1.1	-0.1
120's	2.2	2.2	2.2	0.1	0.1	0.0	0.0
<u>Total Non-Menthol</u> *	75.2	75.0	75.3	0.1	-0.1	0.3	0.4
80/85's	42.2	42.4	42.8	0.8	0.7	1.2	0.4
100's	29.1	28.8	28.9	-0.7	-0.7	-0.8	0.1
120's	1.2	1.3	1.3	0.0	0.0	0.0	0.0
Non-Filter	2.5	2.4	2.4	-0.2	-0.2	-0.2	-0.1
<u>Total Menthol</u>	24.6	24.7	24.4	-0.1	-0.1	-0.4	-0.3
80/85's	11.1	11.2	11.1	0.1	0.1	-0.1	-0.1
100's	12.5	12.6	12.4	-0.3	-0.2	-0.4	-0.2
120's	0.9	1.0	1.0	0.1	0.0	0.0	0.0
Non-Filter	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<u>Total Non-Filter</u>	2.5	2.5	2.4	-0.2	-0.2	-0.2	-0.1
<u>Total Low Tar</u>	57.5	57.7	57.7	-0.2	-0.2	-0.4	0.0
Non Menthol	43.3	43.6	43.7	0.4	0.3	0.2	0.1
85's	23.0	23.4	23.4	0.7	0.7	0.8	0.0
100's	19.2	19.1	19.2	-0.4	-0.5	-0.6	0.1
120's	1.0	1.0	1.0	0.1	0.0	0.0	0.0
Menthol	14.2	14.2	14.0	-0.6	-0.4	-0.6	-0.1
85's	5.0	5.0	4.9	-0.3	-0.2	-0.3	0.0
100's	8.5	8.4	8.3	-0.4	-0.3	-0.4	-0.1
120's	0.7	0.8	0.8	0.1	0.1	0.0	0.0
<u>Total Ultra Low Tar (0-6 MG)</u>	13.3	13.2	13.1	-0.7	-0.6	-0.7	-0.1
Lowest (0-2 MG)	2.2	2.1	2.1	-0.1	-0.1	-0.2	0.0
<u>Total Full Flavor</u>	39.5	39.5	39.6	0.2	0.2	0.5	0.1
Non Menthol	29.2	29.0	29.2	-0.3	-0.2	0.2	0.3
85's	19.1	19.0	19.3	0.1	0.0	0.4	0.4
100's	9.6	9.5	9.5	-0.3	-0.1	-0.1	0.0
120's	0.2	0.2	0.2	0.0	0.0	0.0	0.0
Menthol	10.4	10.5	10.4	0.5	0.4	0.2	-0.2
85's	6.1	6.2	6.1	0.4	0.2	0.2	-0.1
100's	4.1	4.1	4.1	0.2	0.1	0.0	-0.1
120's	0.2	0.2	0.2	0.0	0.0	0.0	0.0
<u>Total Discount</u>	31.3	30.2	29.7	-3.7	-2.4	-2.8	-0.3
Branded Discount	24.1	23.5	23.0	-2.2	-1.6	-2.1	-0.4
Private Label	7.1	6.7	6.8	-1.5	-0.8	-0.7	0.1
<u>Total Box</u>	31.2	32.7	33.2	4.3	3.9	4.0	0.5
<u>Total 25's</u>	0.5	0.4	0.4	-0.1	-0.1	-0.1	0.0
<u>Total Cork Tipping Paper</u>	56.0	55.6	55.7	-0.9	-0.6	-0.6	0.3
<u>Total White Tipping Paper</u>	40.5	41.0	41.1	0.9	0.6	0.7	-0.1

* Includes Marlboro B4G1F. Please note that segments do not sum to total due to the inclusion of miscellaneous promotional volume.

SOURCE: NIELSEN MONTHLY AUDIT — TOTAL U.S.

2060076262

BRANDS

	Company	Market Shares			Change Vs. Year Ago			Jan Vs. Month Ago
		12 Mos.	3 Mos.	Jan	12 Mos.	3 Mos.	Jan	Jan
Alpine	PM	0.4	0.4	0.4	-0.1	-0.1	-0.1	0.0
B&W Lts/Full Flavor	B&W	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barclay	B&W	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Basic	PM	4.6	4.5	4.6	0.1	0.0	0.0	0.1
Belair	B&W	0.1	0.1	0.1	0.0	0.0	0.0	0.0
B & H 100's (Total)	PM	2.4	2.4	2.4	0.0	0.0	0.0	0.0
B & H 100's Gold		0.4	0.4	0.4	0.0	0.0	0.0	0.0
B & H 100's Green		0.5	0.5	0.5	0.0	0.0	0.0	0.0
B & H 100's Lights		0.7	0.7	0.7	0.0	0.0	0.0	0.0
B & H 100's Ultra Lights		0.8	0.8	0.8	0.0	0.0	0.0	0.0
B & H Special Kings		0.1	0.0	0.0	0.0	-0.1	-0.1	0.0
Best Value	RJR	0.9	0.7	0.7	-1.3	-0.7	-0.7	0.0
Bristol	PM	0.2	0.1	0.1	-0.2	-0.1	-0.1	0.0
Cambridge	PM	1.8	1.7	1.6	-0.2	-0.2	-0.3	-0.1
Camel (Total)	RJR	4.4	4.4	4.4	0.4	0.3	0.3	0.1
Camel N.F.		0.6	0.6	0.6	0.0	0.0	0.0	0.0
Camel FF Filter		1.4	1.4	1.4	0.1	0.1	0.2	0.0
Camel Lts Filter		2.2	2.2	2.2	0.3	0.2	0.1	0.0
Camel Ultra Lights		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Capri	B&W	0.7	0.7	0.7	0.1	0.0	0.0	0.0
Carlton	B&W	1.4	1.4	1.3	0.0	0.0	0.0	0.0
Century	RJR	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Doral	RJR	4.7	4.8	4.6	0.3	0.3	0.1	-0.1
Eve	Ligg	0.2	0.2	0.2	0.0	0.0	0.0	0.0
GPC	B&W	4.9	5.1	5.2	0.6	0.7	0.7	0.1
Harley Davidson	Lor	0.2	0.4	0.3	0.2	0.3	0.2	0.0
Kent (Total)	Lor	1.0	1.0	1.0	-0.2	-0.1	-0.2	0.0
Kent Filter		0.4	0.4	0.4	-0.1	0.0	0.0	0.0
Kent Golden Lights		0.3	0.3	0.3	0.0	0.0	0.0	0.0
Kent III		0.3	0.3	0.3	0.0	0.0	-0.1	0.0
Kool (Total)	B&W	3.1	3.1	3.0	0.0	-0.1	-0.1	-0.1
Kool Filter		1.6	1.6	1.6	0.0	-0.1	-0.1	0.0
Kool 100's		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Kool Milds		0.7	0.7	0.6	0.0	0.0	0.0	0.0
Kool Lights		0.2	0.2	0.2	0.0	0.0	0.0	0.0
Kool Ultras		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Lark	Ligg	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Lucky Strike	B&W	0.3	0.3	0.3	0.0	0.0	0.0	0.0
Magna	RJR	0.1	0.1	0.1	-0.2	-0.1	-0.1	0.0

SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

2060076263

BRANDS

	Company	Market Shares			Change Vs. Year Ago			Jan Vs. Month Ago
		12 Mos.	3 Mos.	Jan	12 Mos.	3 Mos.	Jan	Jan
Marlboro (Total)	PM	28.8	29.9	30.7	3.6	2.8	3.8	0.7
Marlboro Red Box		6.1	6.4	6.6	0.9	0.7	0.9	0.3
Marlboro Red S.P.		3.9	3.9	4.0	0.0	-0.1	0.2	0.1
Marlboro Red 25's		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Marlboro 100 Box		1.4	1.6	1.6	0.3	0.3	0.3	0.0
Marlboro 100 S.P.		1.1	1.2	1.2	0.0	0.0	0.1	0.0
Marlboro Lts. 85's Box		5.8	6.2	6.3	1.2	1.1	1.2	0.1
Marlboro Lts 85's S.P.		3.6	3.7	3.8	0.2	0.1	0.3	0.0
Marlboro Lts. 25's S.P.		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Marlboro Lts 100's Box		1.9	2.0	2.1	0.3	0.3	0.4	0.1
Marlboro Lts 100's S.P.		1.6	1.6	1.7	0.1	0.0	0.1	0.1
Marlboro Medium 85's Box		0.7	0.8	0.8	0.1	0.1	0.1	0.0
Marlboro Medium 85's S.P.		0.4	0.5	0.5	0.0	0.0	0.0	0.0
Marlboro Medium 100 Box		0.3	0.3	0.3	0.0	0.1	0.1	0.0
Marlboro Medium 100 S.P.		0.2	0.2	0.2	0.0	0.0	0.0	0.0
Marlboro Full Flavor Men.		0.4	0.4	0.4	0.0	0.1	0.1	0.0
Marlboro Lts. Men. 85's Box		0.4	0.4	0.4	0.1	0.1	0.1	0.0
Marlboro Lts. Men. 100's Box		0.3	0.3	0.3	0.1	0.1	0.1	0.0
Merit	PM	2.9	2.9	2.9	0.1	0.0	-0.1	0.0
Merit 85's		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Merit 100's		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Merit Ultra Lts. 85's		0.8	0.8	0.8	0.0	0.0	0.0	0.0
Merit Ultra Lts. 100's		0.6	0.6	0.6	0.0	0.0	0.0	0.0
Merit Ultima 85		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Merit Ultima 100		0.1	0.1	0.1	0.0	0.0	0.0	0.0
Misty	B&W	1.1	1.2	1.2	0.2	0.2	0.2	0.0
Monarch	RJR	1.8	1.5	1.4	-0.7	-0.9	-1.1	-0.1
Montclair	B&W	1.2	1.3	1.2	0.4	0.4	0.2	-0.2
More	RJR	0.6	0.6	0.6	-0.1	0.0	-0.1	0.0
Newport (Total)	Lor	4.0	4.1	4.1	0.6	0.4	0.4	0.0
Newport Full Flavor 85's		2.4	2.5	2.5	0.4	0.3	0.3	0.0
Newport Full Flavor 100's		1.0	1.0	1.0	0.1	0.1	0.1	0.0
Newport Lights		0.6	0.6	0.6	0.0	0.0	0.0	0.0
Now	RJR	0.6	0.6	0.6	-0.1	-0.1	-0.1	0.0
Pall Mall	B&W	1.1	1.0	1.0	0.0	-0.1	-0.1	0.0
Parliament	PM	0.6	0.6	0.6	0.0	0.0	0.0	0.0
Players 25's	PM	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PM Private Label	PM	1.5	1.2	1.2	-1.0	-0.6	-0.4	0.0
RJR Private Label	RJR	3.8	3.7	3.8	-0.8	-0.4	-0.5	0.1
Liggett Private Label	Ligg	1.1	1.1	1.0	0.1	0.1	0.1	0.0
B&W Private Label	B&W	0.7	0.8	0.8	0.2	0.1	0.1	0.1

SOURCE: INTEGRATED NIELSEN MONTHLY PANEL

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BRANDS

	Company	Market Shares			Change Vs. Year Ago			Jan Vs. Month Ago
		12 Mos.	3 Mos.	Jan	12 Mos.	3 Mos.	Jan	Jan
Pyramid	Ligg	0.1	0.1	0.1	-0.1	-0.1	-0.1	0.0
Raleigh	B&W	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Raleigh Extra		0.3	0.2	0.2	-0.3	-0.3	-0.3	0.0
Richland 20's	B&W	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salem (Total)	RJR	3.9	3.9	3.9	-0.1	-0.1	-0.2	-0.1
Salem King Size		0.8	0.8	0.8	0.0	0.0	0.0	0.0
Salem Super Kings		0.5	0.5	0.5	0.0	0.0	0.0	0.0
Salem Lts. 85's		0.8	0.8	0.8	0.0	0.0	0.0	0.0
Salem Lts. 100's/Slims		1.0	1.0	1.0	-0.1	0.0	0.0	0.0
Salem Ultras		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Saratoga	PM	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Sterling	RJR	0.1	0.1	0.1	-0.3	-0.2	-0.2	0.0
Style	Lor	0.4	0.4	0.4	0.1	0.1	0.0	0.0
Tareyton	B&W	0.4	0.4	0.4	0.0	0.0	0.0	0.0
True	Lor	0.6	0.5	0.5	-0.1	-0.1	-0.1	0.0
Vantage (Total)	RJR	1.4	1.3	1.3	-0.2	-0.1	-0.2	0.0
Vantage 85's		0.6	0.6	0.5	-0.1	0.0	-0.1	0.0
Vantage 100's		0.3	0.3	0.3	0.0	0.0	0.0	0.0
Vantage Ultra Lts. Reg.		0.5	0.5	0.5	-0.1	-0.1	-0.1	0.0
Viceroy	B&W	0.8	0.8	0.7	-0.1	-0.2	-0.3	-0.1
Virginia Slims (Total)	PM	2.9	2.9	2.9	0.1	0.0	0.0	0.0
Virginia Slims Parent		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Virginia Slims Lts. 100's		0.7	0.7	0.7	0.0	0.0	0.0	0.0
Virginia Slims Lts. 120's		0.6	0.6	0.6	0.0	0.0	0.0	0.0
Virginia Slims Ultras		0.6	0.7	0.7	0.0	0.0	0.0	0.0
Virginia Slims Superslims		0.2	0.2	0.2	0.0	0.0	0.0	0.0
Winston (Total)	RJR	6.0	5.9	5.8	-0.3	-0.3	-0.4	0.0
Winston Red		2.0	1.9	1.9	-0.1	-0.2	-0.2	0.0
Winston 100's		0.6	0.6	0.6	-0.1	0.0	-0.1	0.0
Winston Lts. Kings		1.1	1.1	1.1	-0.1	-0.1	-0.1	0.0
Winston Lts. 100's		0.7	0.7	0.7	-0.1	0.0	-0.1	0.0
Winston Ultra Lts.		0.5	0.5	0.5	-0.1	-0.1	-0.1	0.0
Winston Select FF		0.5	0.5	0.5	-0.1	0.1	0.1	0.0
Winston Select Lts		0.6	0.6	0.5	0.1	0.0	0.0	0.0

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